

Job Description

The Executive Director works with the Board of Directors to develop strategic plans, policies, and goals, and is accountable for executing those plans to deliver on the Chamber's mission and financial objectives each year. The Executive Director will apply a strong customer service approach to engaging with the membership base in an outgoing and supportive manner that makes it clear that the chamber exists to help member businesses succeed.

The Executive Director will take actions to grow Chamber membership through outreach to new prospective members and by delivering outstanding service to existing members, thus encouraging them to renew each year. The Executive Director will work to establish a friendly, collaborative, collegial culture at Chamber networking events and within the organization. The Executive Director will deliver a full schedule of value-adding networking events, will promote member businesses through email, website and social media platforms, and through referrals to the community.

As the chamber grows, the Executive Director will be responsible for identifying and articulating new staff positions. Upon Board approval, the Executive Director will hire, train, and manage staff while developing a leadership culture based on accountability within the organization.

Essential Functions

- Manage and administer the daily functions of the Chamber, and coordinate Board Members and other volunteers to accomplish the organization's goals and mission.
- Accountable for the financial health of the Greater Millsboro Chamber of Commerce (GMCC), to include managing to the Board-approved budget and working with the Treasurer to ensure that the GMCC files its tax Form 990 prior to May 15 each year. Provide financial reports and associated analysis to the Board.
- Plan, schedule, and execute all desired networking events throughout the year (28 expected for 2023). Establish a welcoming, open, and relaxed atmosphere that will put attendees at ease, and work the room to facilitate member connections.
- Actively recruit new Chamber members through in person and virtual cold calls, and social interactions. Refine and maintain a "membership marketing package" and keep copies on hand for opportunistic distribution. Meet or exceed new member recruitment goals each year.
- Establish a customer-focused reputation by being responsive to member requests, and work hard to meet member retention goals year to year. Engage with members and work to enhance member participation in Chamber and town events.
- Develop, refine, and execute a multi-media communications plan to keep members informed, educated, and engaged, and to establish and grow the GMCC's reputation and brand in the area.
- Attend Millsboro and Dagsboro town meetings; take notes and report relevant information back to the membership base through email newsletters and event announcements.
- Attend neighboring chamber meetings, local business group meetings, and local civic group meetings to maintain awareness of area events, issues, and opportunities, and report information back to the membership base through email newsletters and event announcements.
- Actively participate as a Millsboro Chamber representative on the Southern Delaware Tourism Board of Directors and ensure strategic and messaging integration between SDT and GMCC.
- As the Chamber grows, work with the Board of Directors to establish committees to support priority work areas. Participate in and support the work of each committee.

- Work closely with Millsboro town staff to promote the business and economic development interests within the community. Collaborate with town representatives on prospective ideas, events, or activities for the town, and work with town to formulate and implement business attraction strategies.

Skills Needed

- Strong written and oral communication skills with the ability to charismatically address large audiences.
- Strong sales and marketing skills to expand the membership base and promote member businesses.
- Problem solving skills and ability to think on one's feet.
- The ability to multitask and track multiple concurrent activities to ensure that all tasks and deadlines are completed in a timely manner.
- The ability to understand opportunities across businesses and people and a desire to facilitate the connections that realize these opportunities for our members.

Required Education and Experience

- High School diploma required; Bachelor's Degree preferred.
- 3-5 years of work experience, ideally in sales, marketing, management, or fundraising roles.
- Comfort with technology and ability / willingness to master tools such as Quickbooks, Constant Contact, Content Management System website editors, etc.
- Connection to the Greater Millsboro area preferred.

Compensation

- Available upon request.