



## Job Description for Hill City Chamber Executive Director

### JOB TITLE: Executive Director - Community Engagement

Hill City Area Chamber of Commerce

23935 US 385, Hill City, SD 57745

From \$50,000 a year - Full-time

To apply, please send in resume to: [director@hillcitysd.com](mailto:director@hillcitysd.com).

#### POSITION SUMMARY:

The Executive Director is responsible and accountable to promote Hill City and to promote its members.

#### JOB PROFILE:

This position is responsible for:

- Working with the Board of Directors to develop and implement a long term strategy for the organization.
- Day-to-day management operations of Chamber office and staff or VIC staff that fall in five (5) primary categories: Membership, Marketing & Communication (including Public Relations, Publicity, Events and Advertising), Fiscal Management, VIC operations and Information Management.
- With the assistance of the Board of Directors, provide leadership and communication within chamber and community to foster favorable business-civic, tourist- and living environments.
- Responsible for carrying out the Chamber's overall business, economic or marketing plans and programs.

#### RESPONSIBILITIES & REQUIREMENTS:

##### Membership

- Understand and engage with Chamber member.
- Grow membership.
- Contact Chamber members.
- Revise membership materials.
- Maintain currency of member information (staff).
- Deliver value of the benefits in each category.

##### Marketing

- Engage and communicate effectively with various audiences.
- Partner with Travel South Dakota and agencies to create annual marketing plan.
- Prepare/direct creative advertising materials for social media, print media as necessary and co-op advertising with Travel South Dakota, Black Hills Badlands Tourism, other local partners (event specific) and organic in-house marketing campaigns..
- Support marquee events and/or locally-produced events with public relations, publicity or specific advertising per budget.
- Actively participate in or provide leadership role in events, including Chamber mixers.
- Communicate with all constituent audiences (board, membership, retail merchants and businesses, general public, visitors, organizations, media, City Council) as appropriate.
- Coordinate or oversee social media, e-newsletter, letters/postcards or other mailings, phone contact and personal visits).
- Serve as liaisons to Black Hills Badlands Tourism, City Council, EDC, other governmental bodies or organizations as appropriate.

- All advertising, including co-op dollars or additional DMO funding should be approved by the Director—including Plan and Branding.

#### Fiscal Management

- Partner with Treasurer to prepare an annual budget for Board approval.
- Approve specific expenditures within budget adopted by Board of Directors.
- Work closely with CPA and Board, manage income/expenses such that income meets/exceeds budget and expenses meet/fall below budget.
- Secure sponsorships, grants or available Tourism (Travel South Dakota) dollars as necessary to defray expenses.

#### VIC Staff operations

- Hire and train employees and volunteers.
- Establish duties, evaluate staff and adjust salaries within budget.
- Create expectations such that staff rises to meet them.

#### Information Management

- Maintain/oversee currency of all information, including membership database, visitor request guide database, website updating.
- Supervise/direct communication/outreach with same, either with vendors, Chamber or VIC staff.
- Maintain confidentiality of information.

#### **OTHER MISCELLANEOUS DUTIES:**

- Directs office, equipment and facility maintenance for Chamber and VIC as needed.
- Respond to or route information requests from membership, merchants or HC area community, public, visitor, vendors, media, etc. as appropriate.
- At all times serves as positive representative and ambassador for Hill City, for the community and the Hill City Area Chamber of Commerce.
- Other duties as deemed appropriate and assigned.

#### **SKILL SET:**

- Strong public speaking and presentation skills
- Excellent verbal and written communication skills
- Excellent customer service skills
- Time management skills
- The ability to lead and foster a team environment
- The ability to build relationships and partnerships
- The ability to work a wide range of hours
- Self-directed
- Ability to plan, prioritize initiatives and executive independently
- Ability to set, track and consistently achieve marketing and membership goals
- High energy, outgoing, can-do personality focused on creating value for members
- Ability to have a growth and future vision mindset

#### **EXPERIENCE:**

- Bachelor's degree preferred, but not required
- Experience in marketing
- Supervisory/management experience