

Pocahontas County Chamber of Commerce Job Description

July 1, 2009

Job title: **Chamber program manager**

The Chamber Program Manager is under the direction of the Pocahontas Chamber of Commerce Personnel Committee. Under administrative direction, the manager's five areas of concern are: to administer day-to-day operations of the Chamber, to represent the Chamber in the community and at special functions and events, to recruit new members through various marketing campaigns, to explain and expand membership benefits package and to serve as the liaison between the Chamber and the effort Create Pocahontas and to foster, support, and administer duties essential to the success of the Create Pocahontas effort.

To operate the office and perform daily chores

- Issues news releases on Chamber events and Chamber business clients
- Keeps membership up to date on issues surrounding local, regional or state business issues
- Assists with putting together the annual dinner and meeting
- Works on special projects as requested, including the annual fall celebration

To represent the Chamber in the community and at special functions

- Attends regional and state chamber meetings (to network, get ideas, get oriented and represent the Chamber Board)
- Plans community meetings within the county to inform the public of the Chamber's programs
- Monitors media coverage of the county and the Chamber and reports findings to the Board

To recruit new members

- Identifies new businesses in the community and makes appropriate contact within 30 days of business opening
- Actively schedules talks/presentations with groups and civic clubs to highlight the advantages of Chamber membership
- Develops and implements a proactive community strategy to disseminate information to the businesses in the county (share with Chamber Board so they can assist)
- Assists the Board in the development of programs and events to attract new membership

To explain and expand membership benefits package

- Analyze member benefits packages and report to the Board
- Nurture current membership programs and needs
- Work within the current membership pool to develop benefits for other members

- Visit regularly with Chamber members to explain current or new memberships and to seek input from membership

Serve as the liaison between the Create Pocahontas Team and the Chamber

- Support creation of local working group/Outreach to community to promote involvement
- Work with current volunteer group to organize and promote meetings/events
- Create a plan/goal for community involvement; recruit participants through one on one outreach, networking with other organizations, and/or attending local events
- Serve as a representative for the group at community events/recruit volunteers to serve in this role
- Build partnerships: communicate with existing local groups to find possible partners and avoid competition or duplication of work
- Network with other local Create WV groups to share ideas and best practices; interface with state level group/programs; work with schools, businesses, agencies to share ideas from the Create Pocahontas project and encourage action on those ideas
- Maintain working cooperative relationship with community members
- Seek out resources to support work of the group itself and also to support people trying new things based on ideas from Create Pocahontas
- Seek out training opportunities and resources to support the vision of Create Pocahontas and help members access