

# Seeking a full-time Executive Director Columbus, Texas Chamber of Commerce

## THE ORGANIZATION

Columbus, Texas, is a quick drive from Houston, Austin and San Antonio. It is the County Seat and the largest city in Colorado County. The **Columbus Chamber of Commerce** is an association of businesses, organizations and individuals, and has an 85-year history of working to improve the quality of life and promote the economic wellbeing of our community through leadership, vision, advocacy, engagement and committed participation. The Chamber team works throughout the year to coordinate events, to support local businesses in their effort to reach their goals and to promote tourism into our town.

The Chamber is led by a 12-member Board of Directors consisting of business leaders and former leaders in the community. We are dedicated to both our members and our community at large. The Chamber endeavors to lead the way in making Columbus a better place for everyone to live, work, shop and play.

## POSITION SUMMARY

The Executive Director is the chief paid executive for the organization, is the figurehead of the Chamber, is responsible for coordinating and overseeing the Chamber's staff and advocates and promotes business within our community. The Director is also responsible for the oversight of the Chamber's financial activities. The Director is accountable to the Chamber Board of Directors.

- Developing, managing and implementing the Chamber's overall objectives.
- Serving as a positive representative of the Columbus Chamber of Commerce.
- Driving Chamber activities with energy and enthusiasm.
- Developing and overseeing Chamber programs that are consistent with the Chamber's mission.
- Adding value to Chamber members' businesses and enhancing the quality of life in the Columbus area.
- Works directly with the Board and Executive Committee to set direction for the Chamber.

## RESPONSIBILITIES

### Tourism

- Promote tourism by promoting Columbus both within and outside the community.
- Oversees the operation of one staffed and one non-staffed Visitors' Centers in town.
- Creates and executes marketing plans to drive new visitors into Columbus to shop in our shops, eat in our restaurants and stay in our hotels.
- Oversees the production and distribution of an annual or bi-annual high-quality, glossy Visitors Guide every year.

### Membership

- Assists staff in working with and recruiting prospective members. Endeavoring to increase membership and to maintain a high membership retention rate.
- Is well-versed in member benefits and sponsorship benefits to understand and address members' needs.
- Welcomes new Chamber members and conducts ribbon cutting ceremonies for them.
- Works with Board of Directors and oversees staff in coordinating Chamber events.
- Offers Chamber members events and activities that provide professional development and networking opportunities.
- Visits Chamber members to learn about their challenges and to find out what more the Chamber can do for them and brainstorms better ways to market their business.
- Stays informed on local, state and federal funding options, grant opportunities and other services relating to business and to advise Chamber members.

### Events

We have numerous events throughout the year to give our members opportunities to network with one another, promote their businesses to the community and tourists, and to bring out locals and out-of-towners to have some "big time fun in small town Texas."

The Executive Director is ultimately responsible for the success of all Chamber events including:

- Chamber Membership Annual Meeting
- Annual Chamber Fundraiser
- Magnolia Days Festival [www.magnoliadays.org](http://www.magnoliadays.org)
- Annual Community Independence Day Celebration
- Upcoming First Annual Regional Bridal Expo

- Ladies Night Out downtown holiday shopping event
- Quarterly Power Hour networking events
- Lunch and Learn events

The Director is responsible for most event marketing. Additionally, with the help of staff, volunteers and Board members and Board committees, the Director oversees strategic event planning, organization and financial success of all Chamber events including coordination of event budgets, logistics, schedules, contracts, partnerships, vendors, sponsors, street closures, photography, media coverage, and more.

### **Community Relations**

- Represents the Chamber and the Columbus community in a positive manner to the public, Chamber membership and other appropriate audiences.
- Serves as media spokesperson for the Chamber.
- Develops and fosters close working relationships with key partners including (but not limited to) the City Council and staff, County Commissioners and staff, Columbus Historical Preservation Trust (CHPT), Columbus Independent School District, Columbus Community & Industrial Development Corporation (CCIDC), as well as with representatives of both state and federal legislators.
- Takes advantage of networking and brainstorming opportunities with neighboring chambers and through organizations such as Gulf Coast Chamber Execs, Texas Chamber of Commerce Execs, and the Texas Downtown Association.
- Helps promote tourism through the Interstate-10 Community Alliance.
- Organizes effective communications and public relations to local, regional and state audiences as appropriate.
- Attends City Council, County Commissioners Court and CCIDC meetings as necessary.

### **Administrative**

- Leads the day-to-day operations of the organization.
- Prepares and oversees annual budgets for the organization.
- Negotiates and approves contracts as required for vendors, office equipment, insurance policies marketing partnerships, banking agreements, etc.
- Sits on all standing and appointed Board committees and takes an active roll in most of them.
- Maintains all vital records of the Chamber and its assets.
- Reviews financial expenditures on a monthly basis with Board Treasurer and/or executive committee.
- Works with Board President to create Board meeting agendas.

- Provides sufficient information with enough lead time that allows the Board to take relevant action to affect the direction of the Chamber.

### **Marketing**

- Oversees all marketing efforts both for the Chamber activities, promoting Chamber businesses and tourism.
- Supervises six Facebook pages and other social media accounts.
- Oversees other marketing vehicles including three websites, mobile app, and local community digital marquee.
- Budgets for and executes marketing plans for print, radio and outdoor advertising for events, programs and tourism.
- Oversees the production of a semi-monthly email newsletter to Chamber members and other interested parties.
- Oversees the production of a monthly page in one of the local newspapers, including authoring a monthly column.
- Is responsible for communicating all chamber news to members through variety of outlets; including phone calls, email, the chamber website, social media, and newspaper.
- Designs or supervises the design of collateral materials needed to advertise events and other Chamber activities.
- Helps develop media relationships; creates and maintains media contact lists to submit requests for coverage and attendance.

### **Economic Development**

- Works with Chamber members and outsiders to help them find real estate, funding or other resources.
- Gives out information on CCIDC.
- Attends monthly CCIDC meetings and stays abreast of opportunities to help grow both existing and new businesses in town.

### **Other**

- Attends Chamber-related conferences, workshops and seminars as needed for personal growth and networking.
- Represents the Chamber at events and meeting as needed.
- Brings concerns and questions to the attention of the Chamber Board.
- Performs routine tasks typical in an office setting such as using computers, phones, photocopiers, and other office equipment.

## **TRAVEL REQUIREMENTS**

This position requires travel within and adjacent to the Chamber's service area on a regular basis and may require, from time-to-time, travel outside of the local area for conferences or special meetings.

## **THE IDEAL CANDIDATE**

Our ideal candidate will be an energetic, sincere, and open-minded leader with excellent communication skills, focused on growth, creating value for our members and driving tourism into our town. They will effectively lead and work alongside other entities to cultivate current and new programs to provide value to our members with the mission of creating a better Columbus and enjoying the quality of life offered by living in "Small Town Texas."

## **REQUIREMENTS**

- Bachelor's degree and demonstrated experience in leadership roles, including at least three (3) years of supervisory experience
- Experience in organizing and marketing community events
- Demonstrated experience in leading several projects at once
- Strong written communication, public speaking & presentation abilities
- Working knowledge of QuickBooks and Microsoft Office Suite
- Experience working with diverse groups and varied industries to promote inclusive growth
- This is a full-time EXEMPT position with some weekend and evening work required
- Valid driver's license and reliable transportation

## **COMPENSATION**

- Salary is dependent on experience.
- Vacation and holiday pay plan.

## **NON-DISCRIMINATORY POLICY**

The Columbus Chamber of Commerce does not discriminate on the basis of race, color, national origin, gender, sexual orientation, age or disability.

## **HOW TO APPLY**

Submit a cover letter, resume and references by Friday, October 1<sup>st</sup> electronically to:  
[mgorman@five-oak.com](mailto:mgorman@five-oak.com)

Feel free to call Michelle Gorman at 713-202-7461 with any questions.

Finalists for the position will undergo background, drug or other checks at the Board's discretion