



Denison Area Chamber of Commerce President and Director of Tourism

The Denison Area Chamber of Commerce has a strong history of more than 100 years of successful and continuous operation. It is a non-profit, highly event-driven organization with approximately 450 members ranging in size from large corporations to small businesses, from non-profit agencies to higher education. The Chamber's mission is to serve as advocates for our members through the development of business, tourism, and community. By encouraging partnerships that emphasize leadership, education, and cultural experiences, we bridge the gap between our rich history and our bright future.

Our Community: Denison, Texas, is a dynamic city with a small town atmosphere which is why our slogan is *Moving Forward ... Kicking Back*. Excellent city services, outstanding parks and facilities, safe neighborhoods, strong churches, and exemplary schools all provide for a quality lifestyle and a sense of community. Denison has a population of about 26,000 and sits on the edge of beautiful Lake Texoma and the Texas-Oklahoma border. We are proud of the momentum of our growing city. New initiatives are encouraging expanded housing opportunities and creative designs for re-inventing our historic downtown are in motion. The economic development climate is strong, and the leadership in our town and county are committed to supporting growth.

Reporting Relationships

This position reports to the Chair of the Executive Committee of the 15-member Board of Directors. The executive will supervise the Chamber staff: two full-time Chamber representatives, a full-time Tourism Marketing Coordinator, and a part-time bookkeeper.

Other important interactions include ex-officio representation on an economic development board; local and state elected officials and their staff members; education officials at all levels; other Chambers; area hotel property owners and managers; and business-focused organizations in the area. Special relationships exist between the City of Denison leadership and the City Council as the Chamber receives significant funding to run the Convention and Visitors Bureau for the City, as well as the Arts Council activities. Additionally, the Chamber is an integral partner of the Denison Main Street, Downtown Denison, and Denison Parks and Recreation.

The President and Tourism Director has regular contact with the Board of Directors and its committees that support the Program of Work; works cooperatively with local government and other partner agencies to achieve the chamber goals; maintains appropriate relationships with other associations and vendors to enhance the image of the Chamber and the attainment of its objectives.

Primary Functions

As the top paid administrative executive of the Chamber, this position is responsible for the full range of activities and day-to-day management of all Chamber functions and for carrying out the policies and duties established by the Board through an annual Program of Work. Major duties also include the coordination and growth of existing special events; motivation of volunteers; budget planning and monitoring of income and expenses; recruitment and retention of memberships; employment, training, and supervision of staff; facility maintenance; and long-range planning.

Specific Duties and Responsibilities

Marketing and Public Relations:

- The President represents the Chamber at community meetings and events, and promotes and enhances the role of the Chamber with government entities, elected officials, businesses, and residents.
- Oversight of an effective communications program responsive to the needs of the membership including but not limited to a newsletter, website, and press releases
- Creates appropriate marketing materials and advertisements to support the mission of the Chamber and the Convention and Visitors Bureau, and their activities.

Membership Development and Membership Services:

- Recruit new members and maintain member relationships
- Attend ribbon cuttings, grand openings, and groundbreakings
- Develop and implement education programs to advance the professional, technical, and managerial skills of the membership
- Responsible for maintaining the membership at a level that will ensure sufficient revenue to support the operations
- Organize and conduct an annual membership meeting consistent with the objectives of the Chamber in accordance with bylaws.

Event Planning and Support:

The Denison Chamber is a highly event-driven organization. Current events include Fall Festival, Christmas Parade, Memorial Day Parade, Plug-In Texoma Networking, Fishing

Tournaments, Clay Shoot, Kits for Kids, Education Events, Leadership Institute, Youth Leadership Institute, Young Professionals Group, and more. Plus, we offer resources and volunteers for many events sponsored by the City, Main Street, Parks and Recreation Department, and others.

- Responsible for maintaining current events and activities and expanding with new opportunities.
- Sell event sponsorships
- Ensure events meet budget and maximize fundraising success
- Coordinate and oversee volunteers of all major events
- Evaluate each event upon conclusion
- Support partner agencies' events with appropriate resources and volunteers

Managerial and Planning:

- Responsible for budget development and cash flow management for the Chamber of Commerce, Conventions and Visitors Bureau, and Arts Council
- The President is responsible for the identification of Chamber and community needs and for the preparation of a Program of Work designed to meet these needs. This involves continuous evaluation of the program, recommending changes as needed, and systematic measuring of progress toward goal attainment.
- Conduct and monitor strategic planning to meet the emerging and long-range needs of the Chamber and revise activities to meet the needs
- Conduct Board of Director training and orientation to ensure smooth and consistent transitions
- Maintain efficient and professional staffing through periodic performance reviews, and adjusting duties and responsibilities as appropriate.
- Prepares monthly budget reports for Board meetings
- Prepares budget reports for Convention and Visitors Bureau and Arts Council as needed

Expected Knowledge, Skills and Abilities

The Chamber President and Tourism Director plays an integral role within the community and requires a passion for being with our citizens. The successful candidate must demonstrate that his or her desire for municipal growth and success matches their personal career goals. The selected President must live in the Denison/ETJ community.

- A bachelor's degree (or higher) is preferred but not required
- A minimum of five (5) years relevant experience is required, with preference given to experience in Chamber of Commerce management
- A Chamber of Commerce credential is a plus (U.S. Chamber of Commerce Institute training with the designation of Institute for Organization Management (IOM) or Certified Chamber Executive (CCE))
- Experience in working with volunteer boards of directors, leadership training for volunteers, and providing a basis for cooperation and goodwill within the organization
- Proven event planning and organizational skills

- Strong communication skills (written and verbal), with public speaking abilities
- Proficiency with computers, business and accounting software, and accounting practices. Experience with ChamberMaster and QuickBooks is a plus.
- Must be a self-starter with a high energy level, a creative thinker, and demonstrate leadership skills
- Must have a team attitude and the ability to multi-task
- Proven experience in management of staff, related personnel issues, HR policies, and applicable labor laws

Physical Demands

This position requires being able to function effectively in an office environment which could include extended periods of sitting and/or standing. This position may also entail lifting heavy items up to 30 pounds.

Occasional travel to attend meetings and make sales presentations will be required. Occasional evening and weekend work is expected.

Application Process

- Minimum salary is \$65,000, and is commensurate with experience.
- Applications will be accepted until the position is filled; however, applicant screening will begin February 27, 2017.
- Candidates selected for interview may be asked to participate in a personality profile assessment.
- Candidates selected for interview will be asked to authorize a background check and a credit check.
- Please submit your cover letter, resume, a salary history, and preferred methods of contact to the Denison Chamber of Commerce office one of the following ways:

: EMAIL: scassell@denisontexas.us with the Subject Line: Denison Chamber President Search Committee *or*

: MAIL: Denison Chamber of Commerce President Search Committee, 313 W. Woodard Street, Denison, Texas 75020

The Denison Area Chamber of Commerce firmly supports the principle and philosophy of equal opportunity for all individuals, regardless of race, religion, color, sex, age, national origin or disability.