



# Wall-Badlands Area Chamber of Commerce Executive Director Job Description

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**Job Title:** Executive Director

**Job Location:** Wall Community Center, 501 Main St. Wall, SD

**Supervisors:** Chamber: Board President

**Community Center:** City Finance Officer

## **Job Summary**

The Full-Time Executive Director of the Chamber of Commerce serves under the general direction of the Wall-Badlands Area Chamber of Commerce Board of Directors and is responsible for all administrative management of the Chamber's activities and services. The Executive Director is a key representative and advocate for business owners and employers in the greater Wall Community. The Executive Director of the Wall-Badlands Area Chamber of Commerce is also responsible for the Wall Community Center promotion, activity schedule, fee collection and/or refunds, oversee the set-up and teardown, knowledge of the operation budget, building security and supervision of maintenance. Duties are split with 70% Chamber and 30% Community Center.

## **Job Description**

The Executive Director of the Wall-Badlands Area Chamber of Commerce shall:

- Serve as the Executive Officer for the Chamber of Commerce, including serving as an advisor to the Board and Chamber Committees
- Direct all marketing and public relation efforts
- Promote tourism and local business members, coordinate and promote Chamber events
- Excel at communicating (oral, written and formal), public speaking, tourism and local business promotion, general leadership, management, computer software programs, conducting meetings
- Promote Wall Community Center events and activities, keep a schedule of the reservations up to date and supervise maintenance staff
- Prepare various reports for Chamber Board & City Council
- Prepare annual budget for the Chamber and recommend budget items to the City Council for the Wall Community Center

## **Qualifications and Requirements**

- A degree or equivalent experience in Business, Marketing/Advertising, Communications, Public Relations or a related field
- Basic accounting knowledge
- Prior leadership experience in a business or organization
- Possess excellent organizational, technical/computer, presentation and communication skills
- Knowledge in non-profit organization management
- Ability to work some weekends, evenings, and early mornings
- Ability to attend business related activities, meetings and conventions approved by Chamber President

**Duties and Responsibilities** include but are not limited to:

- Direct Chamber programs/activities on behalf of the Board
- Maintain Chamber meeting minutes and agendas
- Represent the Chamber in meetings of local, regional, state and national organizations
- Promote tourism and local business for the Wall-Badlands Area
- Create and maintain the annual budget
- Generate new and maintain existing Chamber membership
- Other duties as assigned

## Ongoing & Recurring Tasks

- **Newsletter-** A monthly newsletter is to be sent to all chamber members at the beginning of the month. Include information of upcoming events as well as pictures and articles from past chamber activities. Each newsletter should include the last month's luncheon meeting minutes.
- **Radio News-** A weekly radio news report is to be given every week on KBHB 810 AM radio, include information about upcoming news and events for the week. Radio host will call during the 10 o'clock hour.
- **Chamber events-** Coordinate and organize chamber sponsored events. Some event committees have been formed to plan events. Keep in mind the Chamber Mission Statement when planning!
  - Annual Meeting
  - Spring Clean Up
  - City-Wide Yard Sales
  - Celebration
  - Wall Crawl
  - Community Appreciation Supper
  - Pancake Supper
  - Chamber Holiday Sweepstakes
- **Dashboard-** Update the local dashboard monthly.
- **Chamber Noon Luncheons-** Luncheons are held each month. Communicate with restaurant owners/managers about holding the meeting. No luncheon is held in August.
- **E-Blast-** Send member e-blast weekly (Thursdays). Include member updates, job listings, city council meeting info, upcoming events, etc.
- **Shop Local-** Promote local spending all year long with various events/promotions, social media posts, etc.
- **Community Calendar-** Keep the community calendar on the Chamber website up to date with local events.
- **Chamber Members-** Maintain relationships with Chamber members and reach out to potential new members.
- **Checks & Deposits-** Write checks on the 1st & 15th of each month. Make deposits on the 1st and 15th or as needed. Submit BBB reimbursement form & receipts to the city office each month.
- **Monthly Meetings-** Chamber Board meetings will be held each month. Hold meetings with the Chamber President and designated City Council Member
- **Welcome Baskets** – Work to make sure Welcome Baskets are distributed where appropriate and work with local businesses to get promotional items for the baskets.
- **Ribbon Cuttings** - Work with Wall Economic Development Director on Ribbon Cuttings and business visits
- **Visitor Information-** Have visitor information available in the Chamber office. Visitor information requests will come from the Chamber website. Prepare information packets to be mailed out.

## Month to Month Responsibilities

### January

- Close out the previous year and start the new year's accounting process.
- Chamber membership investments are due Dec. 1 of each year. Send out past due accounts monthly.
- Remind businesses to check the Chamber website to make sure business information is correct.
- Attend the Governors Tourism Conference in Pierre (room reservations should have been made in August).
- Submit information for tax from 990 to accountants.
- Begin plans for Annual Meeting (April).
- Send budget award letters once budget has been approved from the city.
- Finish Chamber Holiday Sweepstakes program
- Begin plans for a Legislative Cracker Barrel to be held in February.
- Contact the Wall School about organizing a job fair for students in March.
- The Board President will need to appoint a nomination committee for new board members.

### February

- Hold Legislative Cracker Barrel with our District Representatives.
- Select award recipients and order plaques/trophies for the Annual Meeting.
- Order food for the Annual Meeting
- Begin updates for the Community Guide
- Have the nominating committee announce board candidates at the February Luncheon.
- Hold Wall Crawl Meeting to begin planning for the year.
- Advertise for businesses to participate in Student Job Fair

### March

- Promote the Annual Meeting and order/send invitations.
- Plan Wall Community Spring Cleanup to be held the end of April/early May. Place an ad in the Pennington County Courant and Profit.
  - Request the city opens the landfill for Cleanup.
  - Ask the transfer station if they will be open for cleanup as well.
  - Ask if the city will provide any special services (curb side pickup, accept tires, etc.).
- Hold Student Job Fair.

### April

- Hold Annual Meeting this month.
- File the Annual report through the State Secretary's Office. Should receive an email reminder.
- Register the trademark with the state every 4 years (was completed in 2021).
- Begin planning the City-Wide Rummage Sale to be held in June.

### May

- Hold Clean Up Day

- The MACE (Mid-America Chamber Executives) Conference is held this month.
- Attend Black Hills and Badlands Lit Swap to distribute Chamber brochures to the state visitor centers and area businesses. Chamber brochures are stored in the Wall Drug pole barn.
- As seasonal businesses open, be sure they have new/updated visitor information.

#### June

- Begin organizing the next year's budget. Send out letters to local organizations that request funds from the retail budget. As ad agencies for advertising proposals and projected costs.
- Community Yard Sale is held this month.
- Be prepared for the traveling public to stop in the office for information.
- Host 605 Day activities.

#### July

- The Wall Annual Celebration is held this month.
- Hold Retail and Tourism Committee meetings to review budget requests received, prepare a budget and submit a proposed budget to the Chamber board.
- Set date for the Community Appreciation Supper. Held the same day as Homecoming. Hold a committee to plan the event and order supplies.

#### August

- Present proposed budget to the Chamber board for approval.
- Wall Crawl is held during the Sturgis Motorcycle Rally.
- Send out Membership invoices that are due Dec. 1.
- Make room reservations in Pierre for the Governor's Tourism Conference.

#### September

- Some Marketing is coming for the next year, including Black Hills and Badlands membership.
- Begin Planning Nov. Wall Community Center Craft Show.
- Chamber hosts the Blood Drive this month. 2 weeks prior to the drive call possible donors to set up appointments.
- Submit the Tourism and Retail budgets to the city council for approval.
- Community Appreciation Supper will be held this month or early October.
- Set Christmas Show Date and look for entertainment & catering.

#### October

- Begin planning the "Chamber Holiday Sweepstakes" Campaign. The campaign should start mid/early Nov. and run through the end of the year to cover Thanksgiving, Christmas and New Year.
- Contact the Drug Store regarding a date for the Pancake Supper.
- Hold Retail Committee Meeting to recap Appreciation Supper and make plans for the Pancake Supper and Holiday Sweepstakes. Order 'punch cards' and green pens for the Chamber Holiday Sweepstakes.
- Attend the BH&B Annual Meeting and Tourism Conference. The Chamber has a seat on the board that is to be filled by the Chamber Executive Director or another individual approved by the Board.

- Begin advertisements for Holiday events.

#### November

- WCC Craft Show held the first weekend of the month. Submit bills to the city to come from the Community Center budget. This is a Community Center event.
- Advertise Holiday events.
- Start Chamber Holiday Sweepstakes this month. Deliver cards, pens, and drop boxes to the businesses who would like to participate.

#### December

- Pancake Supper and visit with Santa is held this month at Wall Drug.
- Christmas Show is also held this month.
- Advertise Holiday Lighting Contest and set a date the board would like to judge lights.

#### Odds & Ends

- Approve signers on the Chamber bank accounts annually.
- Canva can be used to create flyers/graphics.
- MailChimp is used to send weekly membership E-Blasts and electronic newsletters.
- Brochures are stored in the Wall Drug pole barn; Certified Folders picks up brochures and distributes them as well. Be sure to have a count on how many brochures the Chamber has so you know when you need to order more.
- Many Wall Bucks are given away during the Holiday season. The bank will print the certificates.
- Approve marketing content/ads from ad agencies as needed.