



Moberidge Area Chamber of Commerce (MACC) Executive Director Job Description

Position: Executive Director of the Moberidge Area Chamber of Commerce (MACC)

POSITION OVERVIEW

Serve as the Executive Director for the Moberidge Area Chamber of Commerce, a 501(c)(3) charitable non-profit whose mission is, "Striving to strengthen the Moberidge community through the support and progression of local commerce." Executing this mission occurs through the coordination of multiple promotions and events which help to brand the community, drive tourism, and increase traffic within local business. A result of the efforts by the Executive Director and MACC is that Moberidge recognizes increased community support, an enhanced local economy, and improved quality of life.

The MACC Executive Director works under a volunteer Board of Directors whose purpose is to oversee the position and Chamber activities. The Executive Director serves as the MACC's chief staff person who acts in the interest and at the guidance of the Board. The Executive Director also is responsible for the oversight of (1) part-time Administrative Assistant.

Essential duties of the Executive Director involve overseeing all aspects of events, promotions, marketing campaigns, the management of over 100 chamber memberships, and several other administrative duties. The Board of Directors along with several volunteer MACC sanctioned committees assist in accomplishing some, but not all, of these duties. Furthermore, the Executive Director continually builds and engages in communication with the Board of Directors and Chamber Committees, as well maintaining a relationship with the City of Moberidge, Moberidge Economic Development Company (MEDCO), and Moberidge Housing to collaboratively work together to better Moberidge.

ABOUT MOBRIDGE, SOUTH DAKOTA

Moberidge is a town with a population of approximately 3,200 and is the home to a community of over 150 locally owned businesses. The town's claim to fame is its beautiful reservoir and fishery, Lake Oahe, which features some of the best walleye and bass fishing in the nation. The countless amateur and professional fishing tournaments hosted by Moberidge each year can attest to this. Most notably, Moberidge annually hosts one of the largest ice fishing tournaments in the nation and will be welcoming in a Bassmaster's Elite Series in August 2022. Furthermore, Moberidge and its surrounding lands are home to a great population of wildlife including pheasant, deer, turkey, pronghorn, coyote, grouse, geese, duck, and more. As a result, the town greatly relies upon its hunting and fishing industry to drive tourism and promote commerce.

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POSITION DETAILS

Hours: Salaried Position. Approximately 40 hours per week, some weeks may require additional time worked; days worked are generally Monday – Friday, however, the Executive Director must work select weekends and holidays depending on the MACC’s special events and promotions schedule.

Salary: Competitive salary depending on experience (salary range available upon request) – Executive Director will receive an annual COLA to their base salary along with being eligible for an additional annual base salary increase dependent upon a performance evaluation from the Board of Directors.

Incentives: Signing bonus: \$500 up front and \$500 after 6 months of employment; Fixed bonus of \$500 if the Chamber’s annual revenue goal is met or (if greater) the Executive Director may receive a percentage of all profits exceeding the Chamber’s annual revenue goals; Professional development stipend.

Benefits: Health, dental, and vision insurance. Retirement and employer retirement matching.

Paid Holidays: New Year’s Day, President’s Day, Memorial Day, Independence Day, Labor Day, Native American Day, Veteran’s Day, Thanksgiving (Thursday & Friday), Christmas Day.

Position will be required to work one or more of these holidays. Equivalent days off to be compensated.

PTO, Sick Leave, & Flex Time: Generous PTO and Sick / Emergency Leave. Ability to flex time.

SPECIFIC RESPONSIBILITIES INCLUDE:

Special Events (25%)

- Oversee the planning, organization, and execution of all MACC events which include annual fishing tournaments, retail fairs, festivals, cornhole tournament, holiday celebrations, and more.
- Attain proper licensing, documentation, and insurance associated with select MACC events.
- Collaborate with various organizations to attract and operate professional fishing tournaments.
- Propose and develop new events which have the purpose of generating local commerce.

Marketing, Promotion, & Tourism (25%)

- Develop and manage a consistent and innovative marketing mix which includes, but is not limited to, print, web, digital, radio, email, direct mail, and social media.
- Effectively utilize the MACC’s advertising inventory which includes highway and street signage, boulevard banners, and a digital billboard.
- Manage and consistently communicate on the MACC’s multiple social media pages and platforms.
- Update and manage information on mobridge.org using a website CMS.
- Design or oversee the design of simple graphics using programs such as Canva and Adobe Suite.
- Create or oversee the creation of a weekly E-Newsletter sent to all Chamber members.
- Oversee and manage the Mobridge Visitors Center.
- Serve as a Town Ambassador to visitors, tourists, outside businesses, and local resident.
- Develop marketing campaigns and promotions geared towards driving local tourism.
- Capitalize on Mobridge’s strong local fishery and wildlife population to attract tourists to the area.
- Attend local and regional sport shows to promote the Mobridge area.
- Strive to continually develop Mobridge as a tourist destination and attractive business community.

Member Management (25%)

- Maintain a good relationship with chamber members and promote the chamber to new businesses.
- Ensure all chamber member benefits are being fulfilled.
- Advocate for chamber members and promote local commerce.
- Organize an annual membership drive with the goal of retaining / increasing the number of chamber members.
- Oversee the planning and execution of monthly chamber member meetings.

Administration / MACC Committee Involvement (20%)

- Provide transparent communication and serve as the liaison between Chamber Committee, the Board of Directors, City of Mobridge, MEDCO, and other necessary entities.
- Provide monthly reports to the Board of Directors and MACC Committees summarizing past, current, and future events, promotions, financial decisions, and other relevant information.
- Act as a committee advisor and assist in carrying out committee responsibilities.
- Organize and participate in all Board and MACC Committee meetings.
- Able to receive guidance and input from the Board, MACC Committees, and Chamber members.
- Oversee and delegate appropriate responsibilities to a part-time Administrative Assistant.

Financial (5%)

- Assist the MACC Board of Directors and committee chairmen in the development and management of a comprehensive annual budget using QuickBooks.
- Maintain financial transparency of the MACC budget with the Board of Directors and committees.
- Exercise strong stewardship of resources: administer funds according to the budget.
- Pay expenses and make appropriated deposits associated with MACC function in a timely manner.
- Communicate and collaborate with a subcontractor for payroll, taxes, financial reports, and more.
- Grow and further MACC revenues coming from member dues, sponsorships, and events.

REQUIRED EDUCATION OR EXPERIENCE

- Bachelor's Degree in Business, Economics, Management, Political Science, or other related fields. OR equivalent & relevant work experience (3 – 4 years).

PREFERRED EXPERIENCE & SKILLS

- 1-2 years of professional experience in a fast-paced business work environment.
- Demonstrated experience in utilizing the skills below:
 - Technology: proficient with normal industry and office software and equipment.
 - Leadership Skills: must include transparency, high integrity and high self-motivation.
 - Team Building: ability to bring people of varying perspectives together for a common good.
 - Communication: strong written and verbal communication skills; strong listening skills.
 - Public Speaking: strong public speaking ability.
 - Time Management: ability to multi-task and balance multiple responsibilities at once.
 - Learning: have the ability to learn quickly while on the job.

Have questions? Please direct them to Tanner Jerome at chamber@mobridge.org or (605) 845-2500.

To apply send a resume and one-page cover letter to Tanner Jerome at chamber@mobridge.org. Applications will be reviewed immediately. Qualified applicants will be contacted for an interview as soon as possible.

Position open until filled.