



MARTHA'S VINEYARD CHAMBER of COMMERCE

JOB DESCRIPTION: EXECUTIVE DIRECTOR

The Martha's Vineyard Chamber of Commerce (hereafter "MVCC") is a not-for-profit membership-based entity as well as the voices of business and tourism for the island's six towns and Dukes County. The Chamber supports the economic health of Martha's Vineyard by promoting the Vineyard as a high value premier destination. The Chamber creates and fosters a prosperous business environment and supports growth and profitability of its members. The Chamber also provides the resources, advocacy, information, and networking and marketing opportunities to enhance its members' successes.

The MVCC is launching a search for an experienced, engaging, and charismatic individual to fill the executive director position. The candidate should possess an entrepreneurial spirit, and should also thrive on achieving consensus between members, islanders, and those beyond the Vineyard's shores. An individual who evokes durable connections between people and organizations will elicit positive change and values diversity. Ideally, the candidate will bring passion to the tourism marketing of and entity oversight on Martha's Vineyard.

The executive director will be responsible for the oversight and management of all aspects of Chamber business and activities. The position will afford executive compensation based on experience and qualifications. This is an exceptional opportunity for candidates with demonstrated leadership, tourism marketing and management experience which will result in a transformative impact.

POSITION RESPONSIBILITIES:

CHAMBER BOARD RELATIONS

The executive director will report directly to the Executive Board of Directors and will also serve on the Board as the Clerk. Clerk duties will include developing schedule of meetings, recording meeting minutes, working with the board president to develop meeting agendas, distribution of meeting materials, including agenda, meeting minutes and financial reports to Board members in advance of Board meetings. The executive director will also serve on every Board committee.

The executive director will work in partnership with the Board of Directors to shape the Chamber's strategic direction and develop strategic goals and initiatives which respond to the landscape and realities of the members and community stakeholders.

REGIONAL TOURISM COUNCIL RESPONSIBILITIES

- Supporting tourism businesses and providers in an advocacy role to develop and implement tourism marketing strategies and promote tourism development for the Island.
- Working proactively with representatives of both regional and state government in coordinating Chamber activities and in negotiating financial support, while continuously seeking new opportunities to increase the Chamber's fiscal by increasing its membership base while concurrently seeking alternative revenue sources including grant funding, sponsorships, advertising revenue and relevant state funding opportunities.
- Actively networking with individuals and organizations to improve and enhance the viability and visibility of local tourism businesses through diversification, niche marketing and regional branding.
- Attending and participating in professional groups and committees, conferences, trade shows and special events.
- Overseeing, contributing to, and enhancing the online presence of both the Chamber and Visit Martha's Vineyard in social media, website, press releases and blogs.

MEMBERSHIP RECRUITMENT AND RETENTION

- Exhibit strong service focus to ensure membership retention, growth, and development, with particular attention to diversity, equity, and inclusion.
- Regularly assesses the needs and interests of the membership and develop and deliver services responsive thereto.
- Maintains positive relationships through various means of advocacy, collaboration and communication with the membership while actively promoting Chamber services and programs.



COMMUNITY RELATIONS

- Serve as the Chamber's 'face' in the community, representing the Chamber at myriad business and community events, often including evening and weekend attendance.
- Develop and oversee an effective marketing and public relations program for the Chamber.
- Actively network, initiate communication, and collaborate with public officials, business leaders and media to create and strengthen strategic alliances and partnerships between them and the Chamber.

ADMINISTRATION

- Manages and directs the tasks and industry of Chamber employees.
- Recruits and hires staff, makes employment decisions and evaluates the work quantity and quality of Chamber employees, at least annually.
- Fosters a positive work environment and culture to inspire, develop and sustain a highly competent and energized team.

FISCAL MANAGEMENT

- Works with the Board Treasurer and Executive Committee to prepare and implement annual operating and capital budgets reflective of the Chamber's programs and goals.
- Ensures the Chamber's overall fiscal health by providing strong administration of Chamber financial activities; maintains appropriate data, records, and financial controls; communicates and coordinates, as appropriate, with the Board regarding financial matters.
- Provides the Board with financial reports and budget projections; recommends responses and strategies.

REQUISITE KNOWLEDGE, SKILLS, AND ABILITIES:

- A baccalaureate degree in a tourism-related industry such as communications, business administration, or hospitality. Comparable experience may substitute; graduate degree, preferably an MBA, preferred.
- Five years of increasingly responsible administrative experience, at least three of which have been in a supervisory capacity.
- Ability to work evenings and weekends as deemed necessary; must have a car and valid Massachusetts driver's license and travel as assigned, domestically and internationally.
- Must possess excellent time management skills, strong work ethic and innate aptitude toward customer service and hospitality, in general.
- Able to develop, implement and facilitate marketing strategies, including the annual marketing plan, to promote the island of Martha's Vineyard. Proven talent in developing and marketing both project constructs and products is essential.
- Must have solid financial expertise, relevant experience in fundraising, and ability to prepare and administer a complex budget, including grant proposals. Knowledge of state funding reporting requirements a plus.
- Must possess demonstrated negotiation skills and ability to act as a forceful advocate in promoting both the region's tourism industry as a whole and individual entrepreneurs' interests.
- Must be highly detail-oriented a teamwork-focused individual with ability to multitask and be in possession of advanced organizational, interpersonal, fiscal and communications skills.
- Knowledge of board-led, not-for-profit governance and operation, policy development and/or government relations experience would be an asset. Familiarity with tourism and the hospitality industry is essential.
- Excellent oral and written communications skills to include reports, press releases and presentations.
- Experience with, and strong working knowledge of, social media and website content.

WORK ENVIRONMENT (ADA ANALYSIS)

Work is primarily performed in standard office environments; client environments vary. May be exposed to environmental conditions of moderate noise levels and vibrations from high-speed printers and other peripherals. Potentially exposed to hazards or atmospheric conditions at client sites. Typically, worker is not substantially exposed to adverse environmental conditions. Work involves operation of personal computer and peripheral for eight hours (or more) daily. Travel to various worksites may be required, depending upon assignment. Category of light work – rarely exerting force constantly to move objects. Visual acuity requirements for close visual acuity and driving.

PHYSICAL REQUIREMENTS MAY INCLUDE:

Walking • Small motor coordination • Grasping • Talking • Hearing • Repetitive Motion • Standing • Driving