

## Position Description | Vice President of Operations

- **Primary Personnel Management:** Membership Team, Director (s) of Member Engagement.
- **Shared Personnel Management:** WalStreet Programming Director, Office/Facilities Manager, Director of Talent Initiatives and Innovative Inclusion
- **Primary Responsibilities:**
  - Support and assist president and CEO in moving forward the mission
  - Manage and Monitor Office Systems
    - Membership CRM
    - Vendor Relationships
    - Manager and monitor contracts for business services
  - New Staff
    - Orientation
    - Office Work Station prep
    - Work with IT to set up PC, phone
- **Oversee membership and events revenue/profitability/attendance**
- **Key Requirements and Activities**
  - Lead and manage a team to execute the vision of the CEO and move forward the mission of the chamber
  - Lead team to develop feedback loops with members to assess and pivot value proposition and increase membership ROI.
  - Lead team to develop feedback loops with public to educate value and mission of organization to the community
  - Work with CEO for brand and image crafting and control
  - Lead team to develop programming and events to serve the needs of members and increase awareness of organization.
  - Develop and sell sponsorships to directly serve individual member needs and increase organization revenue.
  - Market programs, events, and overall organization through earned media and paid targeted advertising
  - Control expenses

- Author and disseminate media communications
- Author speeches for board, executive committee and executive leadership
- Design, lead team, and oversee execution of major events including Annual Meeting, Tech Summit, Women's Conference
- **Oversee internal and external marketing and communication**
  - Traditional Print Communications and Signage
    - Oversee with CEO design and production of promotional collateral, sales support materials, advertisements, annual report, packaging, event signage, billboards and instructional materials.
    - Skills should include:
      - competent copywriting, editing, proofreading
      - competent in or ability to learn basis graphic design, illustration, photography and digital image prep. Accuracy and attention to detail a must.
      - Must remain abreast of technological advances in the field and be able to identify areas of use in the organization.
      - Ability to produce projects on time and on budget required.
    - Annual Reports
    - Event collateral; digital and print
    - Sales collateral
    - Welcome Guide
  - Social Media
    - Oversee/Manage with CEO direction working with external vendor
    - Work with team to design, maintain and monitor multiple social media channels for the chamber, including Facebook, Twitter, Instagram, LinkedIn and YouTube.
    - Post and share chamber and chamber member news and events, scheduling posts for evenings and weekends.
    - Must stay familiar with current social media trends, strategies and advertising. Respond and interact online and monitor for inappropriate activity.
    - Report social media stats to CEO.
  - Digital Communications
    - Website
    - In coordination with CEO and with input from team - oversee the design and content development of the main chamber website, working with external vendor.
    - Responsible for ongoing content management and regular updates of the site and blog. Writing content and designing and producing web graphics a plus.
    - Experience with ChamberMaster, CMS and database a plus.
    - Basic HTML and CSS knowledge a plus.
    - Should be familiar with web standards, file formats and best practices.
    - Monitor and report site stats to CEO.
    - Provide basic tech support to coworkers and members using the content management system.
    - Oversee Email and Online Surveys

- Oversee the design, production and tracking of several regularly occurring newsletters as well as numerous special eblasts as needed.
    - Experience with Constant Contact and Outlook a plus.
    - Provide basic email tech support to coworkers.
    - Ability to design, build and monitor online surveys, exporting results and sharing them with the CEO a plus.
    - Respond to or redirect general email inquiries from the website.
    - Oversee the design and development of online ads for placement on the chamber's site as well as other websites and in email campaigns.
    - Willingness to stay current with standard sizes, file formats and animation.
  - Audiovisual
    - Responsible for the design and implementation of audiovisual presentations for staff meetings, board meetings, special training sessions and events.
    - Responsible for design of audiovisual display in the chamber lobby, promoting chamber groups and upcoming events.
    - Knowledge of graphic prep for screens and PowerPoint required.
  - Videos
    - Experienced with the design, editing and production of videos, either directly or supervising an external vendor. Familiar with sharing videos on Facebook and/or YouTube and a knowledge of methods of embedding or linking in emails and websites required.
  - Scripts, talking points Write Edit Share for feedback
- **Executive Board**
  - Prepare orientation, manuals
  - Prepare monthly Team Report
  - Proof and prepare minutes
- **Board of Directors**
  - Prepare orientation, manuals
  - Prepare Team Report
  - Proof and prepare minutes
- Other duties as assigned

**To be considered for the position, please email your resume to Graham Cobb at [gcobb@greaterbentonville.com](mailto:gcobb@greaterbentonville.com)**