

Grand Lake Area Chamber of Commerce

Job Title: Executive Director

Location: Grand Lake, Colorado

Full Time

Salary Range \$70,000 - \$80,000



Job Brief:

The Executive Director of The Grand Lake Area Chamber of Commerce plays a pivotal role in fostering economic growth, promoting tourism, and enhancing the overall business environment within the community. This leadership position requires a dynamic individual with a strong background in marketing, a keen understanding of tourism-based economies, and the ability to collaborate effectively with Chamber members, local government officials, community members and Chamber staff.

Responsibilities:

Member Development & Services

- Cultivate relationships with Chamber members by providing resources, support, and networking opportunities to foster their success, while actively expanding the Chamber through new memberships to enhance collective prosperity.
- Proactively engage with community members, pulling them into the collective vision, by fostering a sense of belonging and ownership within the larger community.
- Foster collaboration with local government agencies, community organizations, and other stakeholders to leverage resources and support initiatives that benefit the local economy and membership businesses.

Advocacy & Government Affairs

- Serve as a primary liaison between the Chamber, Town and County leadership, advocating for the interests of the business community and fostering positive relationships to address issues affecting local businesses.
- Effectively establish and maintain relationships in the Grand County community to further the objectives of the Chamber.

Marketing

- Craft and implement a comprehensive marketing plan and budget to enhance Grand Lake's visibility and tourism.
- Maintain marketing accounts with vendors, ensuring effective partnerships and maximizing promotional efforts.
- Manage Chamber website and social media accounts, ensuring content accuracy, relevance, and user engagement.
- Produce an annual guidebook highlighting Grand Lake's seasonal attractions, businesses and events.

- Conduct outreach and maintain relationships with media outlets to secure articles promoting Grand Lake and its offerings.

Visitors Center

- Supervise operations at the Grand Lake Visitor Center, ensuring a welcoming environment, providing accurate information, and addressing visitor inquiries and concerns promptly and courteously.
- Manage staff education and communication to ensure team members are knowledgeable about local attractions, events, and Public Land initiatives.

Economic Development

- Work closely with stakeholders to identify opportunities for enhancing the tourism industry, including the development of tourist attractions, accommodation facilities, and visitor experiences.
- Organize and oversee Chamber events, including networking mixers, business seminars, and community festivals, to promote member engagement and drive economic activity.
- Attend conferences, meetings, and training sessions to remain informed about emerging economic opportunities, industry trends, and key drivers impacting the Grand Lake community.

Operations & Project Management

- Develop and implement strategic plans in alignment with the Chamber's mission and goals, guiding the organization towards sustainable growth and prosperity.
- Establish and oversee the Chamber's budget, ensuring prudent financial management and accountability in accordance with established policies and procedures.
- Oversee all aspects of staff management, including hiring, scheduling, and aligning their activities with organizational objectives. Provide leadership and guidance to Chamber staff, fostering a positive work environment and ensuring effective execution of organizational objectives.
- Report to and collaborate with the Board of Directors to ensure adherence to the Chamber's bylaws, fostering transparency, accountability, and effective governance.

Qualifications:

- Bachelor's degree or equivalent experience in a related field.
- Proven experience in a leadership role, preferably within a Chamber of Commerce, DMO, Mainstreet or economic development organization.
- Strong understanding of marketing principles and experience developing and implementing marketing strategies.
- Knowledge of tourism industry trends and best practices, with a track record of driving tourism initiatives.
- Demonstrated ability to collaborate with government officials and staff at the local, county, and state levels.

- Excellent communication skills, both written and verbal, with the ability to effectively engage diverse stakeholders.
- Strong organizational and financial management skills, with experience creating and managing budgets, grants, resources, and implementing revenue-generating initiatives to support the Chamber's financial sustainability.
- Proficiency in Microsoft Office Suite, Google Drive and familiarity with CRM software preferred.

Application Process:

If you are passionate about driving economic growth in Grand Lake, promoting tourism, and supporting local businesses, we invite you to submit your resume and cover letter outlining your qualifications and experience for the position of Executive Director at the Grand Lake Area Chamber of Commerce. Please send your application to board@grandlakechamber.com by May 31st, 2024.