

## **CHIEF EXECUTIVE OFFICER/PRESIDENT**

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### **PURPOSE:**

The CEO/President is the head staffer and a leader for the Chamber, providing strategic thinking, planning and execution of efforts and activities to fulfill the mission and objectives of the Chamber. The CEO will:

- Ensure that the strategic objectives set by the board of directors are successfully accomplished;
- Help create a common voice for Chamber members on critical business or community issues;
- Forge powerful partnerships with local elected officials as well as build strong coalitions with other local organizations; provide strategic direction and oversight of membership relations endeavors;
- Seek retention for existing Chamber members, while bringing in new members to the Chamber;
- Ensure the fulfillment of contracted services and grant requirements of funding sources.
- Manage the day-to-day business operations of the Chamber, including financial oversight/accountability and management of staff.
- Along with the Chair of the Board of Directors, the CEO serves as the official spokesperson of the Chamber.
- The CEO ensures that the Chamber operates within the guidelines set forth by the bylaws.

### **REPORTING:**

The CEO reports to the Chamber Board of Directors.

### **OVERALL RESPONSIBILITIES:**

#### **Marketing and Communications**

- Provide leadership for all destination marketing programs and promotional materials produced by the St. Helena Chamber of Commerce. These include overseeing the strategic development of the following:
  - Sthelena.com (desktop and mobile) including content
  - Collateral creation including print, digital and video production experience
  - Email and data capture strategy
  - Social Media platforms, Digital Media programs and St Helena, CA Page
  - Media Relations and PR efforts

- Leveraging Member, City and Valley events via program creation and promotions
- Provide leadership in communicating the Chamber's mission, responsibilities, programs and benefits to the membership and to the community at large.

### **Organizational Leadership**

- Develop and implement strategic plan in conjunction with Executive Committee and Board of Directors.
- Provide strategic counsel to the Chamber Board of Directors and oversee the creation and successful execution of the board's endeavors
- Maintain and recruit effective, involved Board and committee members. Provide guidance and assistance.
- Assist the Board in the development, review and updating of policy and carries the responsibility for the execution of policies as adopted by the board as well as adherence to the Bylaws.
- Work closely with all relevant Chamber committees to fulfill efforts.

### **Association Management**

- Manage an effective and efficient organization.
- Sustain a financially viable organization(s) through the development of an annual budget and longer term strategies, ensuring revenue growth beyond annual membership dues.
- Recruit, hire and train staff and administer a personnel program including setting job responsibilities, staffing, performance standards, conducting reviews and salary administration. Oversee annual review or renewal of insurance program.
- Maintain a mutually beneficial and clear relationship with partners and/or funding agencies such as the City of St. Helena, the St. Helena TID, Visit Napa Valley.
- Oversee and manage the St. Helena Welcome Center.
- Negotiate contracts with vendors.
- Direct and manage the St. Helena Renaissance Foundation (501c3), a project based infrastructure improvement organization committed to preserving the downtown.
- Manage the St. Helena Tourist Improvement District (501c4) including all corporation matters and bookkeeping.

### **Member Leadership**

- Effectively communicate to members and the community through appropriate channels.

- Serve as a resource for members and the media on local issues that affect business.
- Ensure membership growth and development and work to ensure member satisfaction and retention.
- Develop and implement programming for membership benefits, retention and attraction.
- Oversee strategy and implementation to ensure deliverables of Chamber's Destination Marketing Program.

### **Community Leadership**

- Serve as a liaison to other relevant organizations, as well as local government officials.
- Work to ensure a positive image of the Chamber within the membership and community.
- Advocate for the business community; promote pro-business growth and support initiatives, policies and legislative efforts at the local level that are pro-business and economic growth.
- Lead efforts to establish regional partnerships.
- Play a leadership role in economic development.

### **REQUIRED COMPETENCIES**

- Visionary - ability to see the future, define the organization's role in that future and define the vision for the community in that future
- Communication - ability to achieve high community profile; proficient oratory skills; effective messaging; ability to form coalitions.
- Executive leadership skills; knowledge of how to make things happen
- Demonstrated ability to fundraise, develop revenue sources, understand financial statements and manage a budget
- Ability to clearly define and manage multiple priorities and focus on the big picture
- Ability to turn plans into actions, with a focus on deadlines and results.
- Demonstrated ability to interact with, as well as manage, multiple constituencies
- Ability to recruit, develop, motivate and retain a strong, diverse staff in a team-oriented environment; an effective delegator
- Ability to collaborate and partner with related constituencies and organizations
- Demonstrated political acumen, and ability to relate to diverse groups of people in varied settings
- Knowledge of business operations and practices, and ability to understand and interact with businesses and business people of all sizes and statures
- Ability to embrace and inspire change

**EDUCATION & PROFESSIONAL QUALIFICATIONS:**

The CEO/President will have experience in business and/or non-profit organizations. Outstanding oral and written communications skills, as well as exceptional organizational skills are required. A bachelor's degree is required and U.S. Chamber "Institute" or WACE "Academy" graduates is preferred, but not required.

**About the Chamber:** The St. Helena Chamber of Commerce is a 501c6 not-for-profit organization that represents the interest of businesses and organizations in St. Helena, CA.

With over 325 members in a community of only just under 6000 residents, the St. Helena Chamber is a vibrant, active organization that is well-respected in the community for its work on behalf of its members and the greater Valley community.

**Mission:** The St Helena Chamber of Commerce is a membership-based association of business people organized to enhance the local economy and the St Helena brand for the direct and indirect benefit of its members and the community.

The above short description only touches on the Chamber's efforts. For more additional information about the St Helena Chamber of Commerce please visit us at:  
[www.sthelena.com](http://www.sthelena.com)

**Location:** The position will be based at the Chamber's office in St. Helena, CA.

**Contact:** Send resumes to [ceo@sthelena.com](mailto:ceo@sthelena.com)

**Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed. Specifically, all Chamber employees assist co-workers when a Chamber event or time sensitive project needs all staff energy and work.