



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