



President & CEO - Position Profile

About Blowing Rock, NC

Blowing Rock, North Carolina, is a charming town with a rich history and a unique appeal. Established in the early 1880s, it developed a reputation for its scenic beauty and as a destination for health and wellness due to its clean mountain air and mild climate. The town's name comes from the Blowing Rock formation, a dramatic cliff offering stunning views and a natural phenomenon where strong winds create an illusion that objects thrown from the rock can float. Over the years, Blowing Rock has developed from a modest resort area into a vibrant community, preserving its historical charm through well-maintained architecture and local traditions.

The quality of life in Blowing Rock is often praised for its serene and picturesque environment, which greatly contributes to a high standard of living. Residents and visitors alike enjoy the town's scenic beauty, history, and culture including lush forests, rolling hills, and an array of outdoor recreational activities such as hiking, fishing, and snow skiing. The local economy benefits from tourism and a strong sense of community, which fosters a friendly atmosphere. With excellent schools, a low crime rate, and numerous cultural events, Blowing Rock offers a peaceful retreat while maintaining a close-knit, welcoming environment that enhances daily life for its residents.

The Blowing Rock Chamber

The mission of the Blowing Rock Chamber of Commerce is "To promote, protect and improve business through the cultural, social and economic development, growth and sustainability of Blowing Rock while preserving the charm and character of the village". The Blowing Rock Chamber is a 501(c)6 not-for-profit membership organization with approximately 550 members and an annual budget of \$950K. The chamber receives does not receive government funding.

Organization By The Numbers

Chamber Membership: Approximately 550

Professional Team: 3 Full-Time / 2 Part-Time

Total Budget: \$950K

Board of Directors: 17

CORE VALUES

Integrity: To be forthright and the voice of reason in all interactions

Collaboration: To find and build a shared direction

Stewardship: Be thoughtful caretakers of the village while championing sustainable growth for the benefit of the business community and citizens

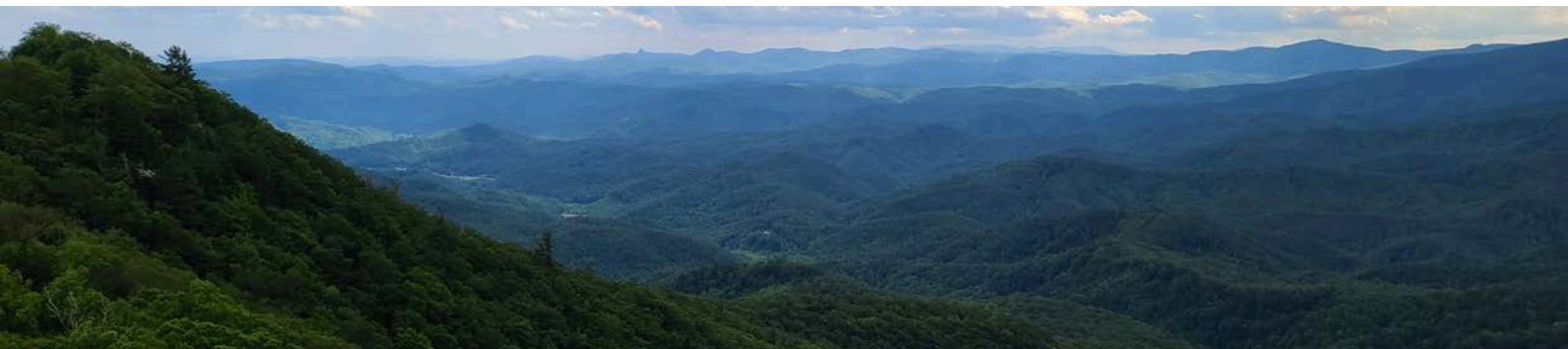
Excellence: To strive to be outstanding in everything we do

Leadership: To guide and inspire the Blowing Rock community to create and carry-on Chamber ideals and initiatives

Engagement: To encourage active participation among all community members

Our Next President & CEO

The Chamber seeks a highly respected, inspirational leader with a genuine passion for advancing the organization's mission and priorities. The ideal candidate will be a dynamic and innovative leader who builds on the Chamber's strong legacy, while bringing fresh and bold ideas to the organization. If you are a collaborative leader with a proven track record of driving impactful change, we invite you to join us in shaping the future of our vibrant community. The President of the Blowing Rock Chamber of Commerce shall be employed by and will report to the Board of Directors of the Chamber. The President & CEO shall be responsible for the day-to-day management and operation of the Chamber, in a manner consistent with the Mission of the Chamber.



Scope of Responsibilities

Membership Retention/Growth/Support

- Develop, coordinate and oversee an annual business membership and individual membership drive for the Chamber
- Set goals for acquiring new members and provide a monthly report to the Board on the status of achieving those goals
- Develop and implement a plan for regular contact and communication with business members and individual members and for member feedback
- Develop, coordinate and oversee programs and events to attract new business members and individual members
- Conduct an annual survey of members and report findings to the Board
- Maintain an updated database of membership with current contact information

Administration/Finance

- Assist the Board in preparing annual budget, and manage the operation of the Chamber in accordance with the approved, annual budget plans for the Chamber
- Assist the Board in preparing strategic plans, annual plans and long-term goals
- Prepare and submit to the Executive Committee, on or before December 1 of each year, a personal plan for the President for the upcoming calendar year, setting forth goals and priorities
- Prepare and submit to the Executive Committee, on or before December 1 of each year, a personal assessment of the President performance for such year
- Provide leadership and executive support to the Board and to Chamber Committees, and coordinate and supervise all Committee activities
- Assist the Board in recruiting and maintaining a strong Board of Directors and strong and capable membership for all Chamber Committees
- Recruit, hire, train and supervise Chamber staff members and monitor staff performance, including annual staff performance reviews
- Prepare agendas and appropriate financial and other reports for monthly Board meetings, and plan annual Board retreats
- Identify, develop and implement fundraising activities and sources of funding and grants for the Chamber
- Maintain a functional Chamber office with a professional business environment
- Monitor all Chamber receivables, including dues receivable, and follow approved procedures to encourage payment of annual member dues
- Perform other duties as may be assigned by the Chair, Executive Committee and Joint Board as they may pertain to the overall Chamber's mission.

Event Coordination/Development

- Coordinate and oversee all existing Chamber events and conduct an annual assessment of each of such events, with recommendations as to any changes necessary
- Assess, on an annual basis, potential new events and present recommendations to the Board with respect to the same for all Chamber events
- Develop, implement and oversee volunteer programs adequate to support
- Coordinate and attend ribbon cuttings, open houses, Business After Hours and other similar events
- Develop, maintain and update promotional materials for all Chamber events
- Solicit sponsorships and other funding for Chamber events.

Community Liaison/Advocacy/Economic Development

- Develop and maintain beneficial relationships with the Town of Blowing Rock, Tourism Development Authority, The Village Foundation of Blowing Rock, and other partner organizations and Chambers
- Act as an advocate for business members and individual members before the Town Council and other organizations within Blowing Rock
- Stay abreast of all activities, initiatives and programs within Blowing Rock which might affect the Chamber or the activities or Mission of the Chamber
- Develop, initiate and pursue economic development activities which will support business members and the broader community of Blowing Rock
- Develop mechanisms which will permit the Chamber to serve as an effective conduit for participation by the broader community in the affairs and Mission of the Chamber

Public Relations/Marketing

- Act as the spokesperson for the Chamber in the community
- Assist and oversee the development, publishing and distribution of the Chamber newsletter
- Develop, maintain and update the Chamber's website and community calendar
- Prepare and issue press releases, letters to the local press, communications to business members individual members, and communications to public officials, as directed by the Board
- Develop all necessary and appropriate publications, brochures, member materials and promotional literature for the Chamber
- Represent the Chamber at all meetings and activities where such attendance will advance the interests of the Chamber
- Strive to continuously improve the Chamber's image through building consistency, conviction, and credibility through all actions

Important Characteristics

- Outstanding interpersonal skills
- Ability to successfully relate to staff, volunteers, community leaders and partner organizations
- Goal oriented
- Motivated to achieve organizational and personal success
- Effective oral and written communication and presentation skills
- Effective working with groups of people to achieve established goals
- Effective problem solver
- Ability to perceive and understand community and group dynamics.
- Willingness to compromise to achieve a higher goal
- Savvy in dealing with organizational and community politics
- Ability to acquire the confidence of colleagues
- Operates with integrity

Preferred Qualifications

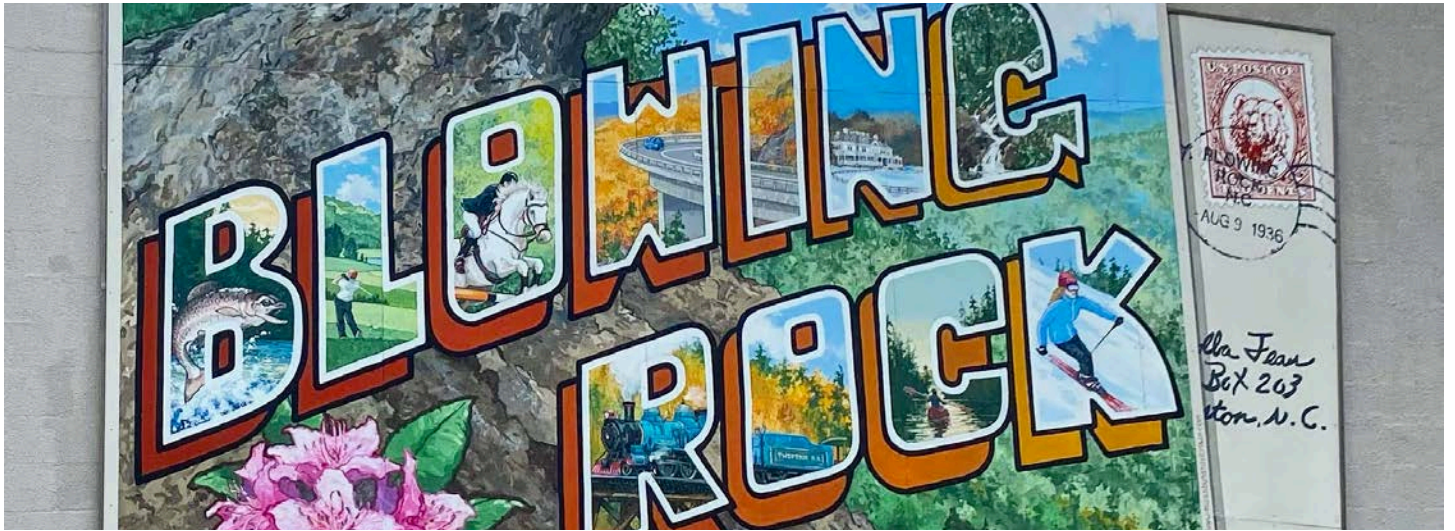
- Minimum of 8-years senior executive management experience required
- Five plus years of management experience in Chamber or Association Management
- Preferred bachelor's degree from an accredited college or university or equivalent combination of education, training, and experience.
- The successful candidate will demonstrate a consistent track-record for producing results in the areas necessary to lead a world-class membership organization.
- Graduate or currently enrolled in the U.S. Chamber of Commerce Institute for Organization Management program.

Supervision

The President reports to the Board of Directors of the Blowing Rock Chamber.

Compensation and Benefits

The compensation package will include a competitive salary based upon the candidate's level of professional experience. The anticipated salary range will be \$90,000+ based on ideal candidate's experience, attributes, and education. The Blowing Rock Chamber also offers a dynamic benefits package, including, but not limited to paid holidays, paid time off, access to group medical insurance, dental insurance, vision insurance, and SEP-IRA retirement plan.



Required Residence

It is expected that the successful candidate will live in Watauga County (*preferably in the town of Blowing Rock*) once employed.

Timeline and Next Steps

Deadline to apply is September 20, 2024. ***Interested candidates are required to submit a letter of interest, resume/CV, and minimum salary requirements.*** All applicants will receive an email confirming receipt of their materials.

We encourage candidates of all backgrounds to apply even if you do not meet all the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by September 23, 2024. Target start date is November 18, 2024.

Applicants should email materials to:

Anissa Starnes, IOM

Chief Impact Officer / Executive Recruiter

YGM, LLC

JOBS@YGMTRC.COM

NO PHONE CALLS PLEASE

YGM, LLC, has been retained by the Board of the Blowing Rock Chamber in their nationwide search for a new President & CEO. For more information on YGM, visit www.YouGetMore.com

