



Martinsville-Henry County Chamber of Commerce Deputy Director Reports to the President

I. Who We Are: The Martinsville-Henry County Chamber of Commerce is dedicated to promoting the well-being of the local community and economy. With over 800 members, the Chamber acts as a voice for businesses in the region while also providing opportunities for networking, collaboration, and increased community exposure. The Martinsville-Henry County Chamber of Commerce was founded in 1959 and has been actively involved in all facets of our business community ever since. Our programs are designed to encourage a strong local economy by creating an environment where businesses thrive and community and commerce work together for the future of Martinsville-Henry County.

II. Position Summary: Assists the President in the management of the affairs of the Chamber, including financial duties, membership development, event planning and execution, marketing and communication, Board and committee coordination, and development of methods to improve efficiency of operation. This critical role at the Chamber is responsible for developing initiatives to increase membership through targeted recruitment, personal outreach, and community involvement. Office location at 115 Broad Street, Martinsville, Virginia 24112.

III. Primary Responsibilities:

A. Membership Development and Retention:

1. Works closely with the President and the membership services committee in maintaining superior relationships with membership, reconciling membership accounts, and creating annual budget, while notifying membership of dues renewal at the appropriate time.
2. Operate with a growth mindset; identify ways to meet the changing needs of members; strengthen relationships with members in innovative ways that increase the perceived value of membership;
3. Manages all membership-related activities to include communications/mailings, outreach and recruitment, and an active retention plan.
4. Prepares and submits reports to the Board of Directors.
5. Coordinates all grand openings and ribbon cuttings of Chamber members including invitations to requested guests, proper media and government officials.
6. Maintains membership database system utilized for sales, retention, communication, and in-depth analysis of membership growth and trends.
7. Maintains accurate records for the accreditation renewal application with the US Chamber of Commerce.
8. Oversee the Chamber Ambassador and volunteer programs; work with the Ambassador Chair to develop and organize meetings, activities, and track performance.
9. Function as Executive Director of Chamber's Education Foundation by leading the annual fundraisers for the foundation; provide direction and support to the committee; promote PIE grant opportunities to the local schools.

B. Event Planning and Program Management

1. Assists the President by overseeing the logistics of all special events, including Annual Meeting, Business After Hours, Trade Shows, Candidate Forums, and any other Board-supported functions.
2. In the absence of the President, facilitates committee meetings and manages the office.
3. Exercises fiscal management, secures sponsorships and advertising, and evaluates each event for opportunities for continuous improvement.
4. Assists the President with delivery of other innovative programs that address the needs of the membership.

C. Administration

1. Works closely with President and Executive Committee to develop annual goals and objectives.
2. Works closely with President and Treasurer of Board in monitoring budget for organization.
3. Assists in routine office tasks, including greeting visitors, answering the phone, etc.
4. Evaluates processes in all areas of administration to reduce inefficiencies and looks for areas to improve by using best practices from membership.
5. Maintains records of Chamber membership and Education Foundation activities.
6. Maintains Chamber website, social media, weekly e-newsletter, and online membership directory.
7. Create the Chamber's weekly newsletter, "News from Your Chamber," ensure website is up-to-date, and develop content for social media posts.
8. Publish the Chamber's annual community magazine, Discover MHC by selling advertisements, serving as editor and content creator, and managing distribution within the community at local tourist attractions, businesses, and festivals.
9. Performs duties assigned by President.

IV. Requirements

- A. Must have at least two years of experience in sales, marketing, program management, event planning, or related field.
- B. Must have a bachelor's degree in marketing, business, communications or related field.
- C. Computer skills required include knowledge of Microsoft Word, Excel, Outlook and PowerPoint.
- D. Ability to work successfully with members, chamber staff, management, board of directors, and general business community.
- E. Must possess strong organizational, time management, and multi-tasking skills.
- F. Must take initiative and be a self-starter.
- G. Must have strong communication skills including interpersonal, verbal, and written skills.
- H. Normal working hours are 9:00am – 5:00pm Monday through Friday, with occasional after hours events.

V. Preferred requirements:

- A. Experience at a trade association, chamber, or membership organization.
- B. Business development and/or fundraising experience.
- C. Proficiency with:
 - 1. Adobe and Canva
 - 2. Membership Management and/or CRM software
 - 3. Email Marketing Software (Constant Contact, MailChimp, etc.)
 - 4. Social Media Management Software (Buffer, Hootsuite, Sprout Social, etc.)

VI. Benefits:

- A. We're a small, close-knit team (we all pitch in to get things done and look out for each other)
- B. You'll be "plugged in" around the community (and will be seen as a community leader)
- C. Considerable time off, including a full office closure around Christmas
- D. 100% paid Health, Dental, and Life Insurance
- E. Retirement plan

VII. How to Apply

Interested candidates should submit their resume and a cover letter detailing their interest in the position and relevant skills/experience to info@mhcchamber.com. A writing sample will be required of all applicants.

Application Deadline: Open until filled.

The Martinsville-Henry County Chamber of Commerce is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.