

**Position: President/CEO**

**Location: 401 Ave B N.W., Winter Haven, FL 33881**

**Reports to: Board of Directors**

The Greater Winter Haven Chamber of Commerce Board of Directors is actively seeking a President & Chief Executive Officer.

**About the organization:**

The Greater Winter Haven Chamber of Commerce's vision is to 'Advance Commerce and Community' through our mission of 'Serving, Representing and Enhancing Business Growth' for Winter Haven and the Central Florida region. Winter Haven is the second largest City in Polk County, Florida, which is the 2<sup>nd</sup> fastest growing MSA in the Country. The population of Winter Haven is approximately 50,000 people within the City limits, but a total of closer to 100,000 if you include the unincorporated greater Winter Havens service area.

The Chamber is a 501(c)(6) non-profit organization consisting of over 730 business members and two-thousand individuals. It was founded in 1910 as a Board of Trade and then later incorporated as a Chamber of Commerce in 1923.

The Chamber is governed by an up-to 22-member Board of Directors who set policy and strategic goals. The President/CEO, in collaboration with the Chamber team, currently a total of 5 people, execute and implement the goals of the membership and Board of Directors. Major areas of Chamber focus include business and community advocacy, economic development, small business support, community and business marketing, educational programming, and tourism. We are strategic partners with the City of Winter Haven, Main Street Winter Haven, Winter Haven Economic Development Council, the Central Florida Development Council, Polk County Tourism & Sports Marketing, Polk Vision, the Florida Chamber of Commerce and the U.S. Chamber of Commerce.

The Winter Haven Chamber Foundation, Inc., is a 501(c)(3) affiliate that supports economic development, education, entrepreneurship and beautification efforts. Its programs include Leadership Winter Haven, the Endeavor Winter Haven young professionals group, entrepreneurship education, partnerships with the Winter Haven Public Education Partnership (PEP), the Polk Emerging Leaders Awards and various other leadership and professional development seminars.

The Greater Winter Haven Chamber of Commerce has been accredited for 37 years, and was designated as a "Five Star" Chamber by the US Chamber of Commerce in 2018. This is the highest honor awarded by the US Chamber and recognizes organizations that have proven to have sound policies, effective organizational procedures, powerful advocacy and a positive impact on the community. To learn more about the Winter Haven Chamber visit

[WinterHavenChamber.com](http://WinterHavenChamber.com).

**Job Description:**

The President/CEO of the Winter Haven Chamber is expected to be a key community leader, focused on advocating, protecting and enhancing the business environment to the benefit of businesses of all sizes, from sole entrepreneurs to large corporate headquarters. They play an integral role in forming public policy at the municipal, county and state level and form relationships with elected officials, business leaders and community partners to accomplish the goals of the membership and the Board of Directors.

The President & CEO will oversee and manage all aspects of the organization, with a particular focus on maintaining the Chamber's engagement with leaders of the organization's membership and continuing to make membership more valuable and relevant; developing and maintaining relationships and communications with a broad public and private constituency; clearly communicating the Chamber's position and vision on regional, community, public and political issues; developing programs that will enhance the environment for member organizations to flourish; and increasing awareness of the Winter Haven area's vibrancy and vitality. In addition, the selected candidate will function as the chief strategist, innovative thinker, and collaborative team leader – especially regarding to the organization's financial stability, fundraising, advocacy, messaging, economic development, and overall program development.

**Duties:**

**Organizational Leadership:** The President/CEO is responsible for the effective and collaborative leadership of the Chamber of Commerce employees, Board of Directors and affiliate organizations. The President/CEO will:

- Provide leadership in strategic thinking regarding evolving Chamber industry trends, programs and services needed within the business community, and membership recruitment and retention strategies
- Manage the Board of Directors of both the Chamber and the Chamber Foundation, in partnership with the volunteer leadership of both Boards
- Leads the staff, board and volunteers in implementing the strategies to meet the goals set in the organization's strategic plan
- Serves as the leading community business advocate and spokesperson
- Actively participates in local, regional and state organizations that can assist in advancing the Chamber's mission

**Public Affairs & Advocacy:** The President/CEO serves as the primary advocate for the Winter Haven business community and the designated staff member for government and legislative affairs. The President/CEO will:

- Develop and nurture relationships with local, state and federal elected officials regarding issues impacting the Winter haven business community
- Develop and maintain knowledge of community, regional, and statewide issues, activities, and events that would or could affect the Chamber and the community.

- Advise the Chamber's Advocacy Committee and Board of Directors on issues that may require the Chamber to take action or a position on.
- Communicate with membership and the community on issues that could impact them via email advocacy calls-to-action, webinars, events and forums, legislative fly-ins, Chamber communication platforms, public op-eds, media interviews etc.

#### **Membership Engagement & Investment:**

The President/CEO works directly with the Chamber staff and volunteers devoted to the retention, recruitment and satisfaction of the Chamber's investors. The President/CEO will:

- Oversee the direction of all membership efforts of the Chamber, including solicitation of new members, retention of current members, and an annual review of the dues structure.
- Participate in member meetings when appropriate.
- Ensure that members find value in the membership benefits offered by the Chamber, facilitate the annual membership survey and/or member feedback strategies
- Work with the staff to evaluate the programs, events, services and sponsorship offerings of the Chamber on an ongoing basis to adapt to the evolving needs of membership.
- Provide leadership in bringing new programs and services to the Chamber's offerings
- Develop meaningful relationships with Chamber members of all sizes

**Community Partnerships:** As a vital community leader it is important that the President/CEO maintains collaborative and effective partnerships with local organizations that can further the Chamber's vision. The President/CEO:

- Aids community partners in the recruitment, retention and expansion of business in Winter Haven
- Builds strong relationships with elected officials as well as governmental administrative and departmental staff whose work impacts the greater Winter Haven area
- Identifies partnerships that enhance the Chamber's work in tourism, placemaking, marketing and economic development
- Represents the priorities of Chamber members and the Winter Haven community on external boards and committees

**Communications & Marketing:** The President/CEO acts as the chief public relations and marketing officer for the Winter Haven business community and works closely with designated Chamber staff on the marketing and communication of the Winter Haven community. The President/CEO:

- Serves as the media and community spokesperson for Winter Haven business, economic development, tourism and advocacy.
- Develops productive relationships with Central Florida media partners
- Leads the Chamber staff in the development of marketing and communications initiatives including but not limited to community brand campaigns, podcast, annual publications, Chamber website, member marketing partnerships, advertising partnerships, and social media

**Governance, Finance and Strategic Planning:** The President/CEO works with staff and the Board of Directors to ensure that the Chamber maintains sound policies and fiscal stability. The President/CEO:

- Works closely with the board to establish a 5-year strategic plan as well as an annual evaluation of tactics to accomplish the plans goals
- Works closely with the incoming Board Chair to plan an annual board strategic planning retreat
- In collaboration with the Board Executive committee and staff, manages board meetings and prepares the Exec Committee and Vice Chairs for the meeting
- In concert with the V.P. of Operations, prepares the annual budget for approval by the Board
- Monitors the execution of the annual budget and reports key indicators to the Finance Committee
- Manages the Chamber's capital assets
- Oversees fundraising efforts of both the Chamber staff for ongoing sponsorship development as well as the Board for the completion of the Capital Campaign to renovate the Chamber building
- Leads the Chamber's accreditation application process

**Human Capital Management:** The most valuable asset the Chamber has is its employees. The President/CEO:

- Evaluates the staffing needs of the organization and interviews and selects personnel, conducts annual reviews, determines salaries, collaboratively sets individual employee's annual goals, executes and documents disciplinary actions when necessary, and ensures the policies in the Employee Manual are relevant and followed.
- Works with the V.P. of Operations annually to evaluate healthcare and retirement benefit plans for the Chamber staff

**Qualifications:**

The ideal candidate is:

- Passionate about and experienced in community building and placemaking
- Proficient in strategic planning and execution of goals
- Experienced in non-profit financial management through board service or past employment
- Skillful at effectively managing a team of employees and volunteers to accomplish goals
- Gifted at public speaking, media management and written communications
- Able to build productive relationships with all types of people in a variety of positions throughout the public and private sectors
- Able to navigate out of an emotionally tense situations, helping everyone feel like they were included, listened to and heard
- Willing to work varied hours including representing the Chamber at numerous evening events and meetings, and some weekend events

- Preferably is familiar with the opportunities and challenges impacting the Polk County and Central Florida area
- A bachelor's degree is required unless met with equivalent experience.
- Desirable qualifications include experience in public affairs and communications, business experience, non-profit and/or economic development experience.

**To Apply:**

Please send a resume and cover letter to [careers@winterhavenchamber.com](mailto:careers@winterhavenchamber.com). Questions may also be sent to this email address. All applications will be treated with strict confidentiality.

**Applications should be submitted by Thursday, December 31 at 5 p.m.**