



Position Description - Executive Officer

Position Title Executive Officer

Position Status Permanent Part Time (15 hours PW)

Length of contract Initially 1 year, with possible extension

Responsible to President of Executive Committee

Secondary report – remaining Executive Committee

Purpose of the Role:

This is a hands-on role, responsible for the overall management of Chamber business. The key focus is membership strategy and growth, brand presence and marketing.

Working Environment:

This position requires the ability to work from home.

The Chamber promotes regional growth through leadership support programs, networking and civic involvement. For more than 70 years, the Chamber has been an integral part of the business community of Dandenong. It offers businesses the opportunity to meet local businesspeople in one of the largest growth corridors in the country.

The Chamber connects through a variety of forums such as networking events, business Showcases, Business Awards, collaboration and information-share opportunities. The Chamber, supported by Council, offers involvement in community functions, support for businesses to connect, and most importantly, solutions through collaboration and assistance from key stakeholders including the broader community, local and state government, private industry, member partners, education providers and community service organisations.

Reporting Relationships

- This position reports directly to the Executive Committee of the Chamber through the President
- The position is one of three reporting to the Executive Committee

External Relationships

This position requires the development and effective maintenance of relationships with a variety of external stakeholders, most particularly Council and Government, financial members, potential members and community partners. The role also requires creating and maintaining strong stakeholder partners at a strategic level, generating new ways to add value and improving customer satisfaction.

Role Responsibilities:

1. Establish, grow and maintain effective relationships with members

- Build and maintain strong working relationships with all current members and potential members
- Ensure that all members understand their membership inclusions, and that the Chamber satisfies member inclusions

Conduct conversations with members who wish to cease membership to retain loyalty, feedback and opportunities for improvement

- Attend events on behalf of the Chamber to promote membership
- Develop new methods to attract, retain and grow the membership base
- Maintain the CRM, keep information current and identify additional data needs to support continued Chamber activities

2. Represent the Chamber

- Attend industry events as a representative of the Chamber
- Seek out opportunities to represent the Chamber and its membership to potential members, non-members, media and important stakeholders
- Generate new leads relevant to membership, sponsorship, donations and partnering opportunities
- Professionally represent the Chamber through speaking opportunities at events plus meetings and other relevant forums
- Event attendance may be outside standard business hours and either online or in person.

3. Management of the Executive Committee

- Support the strategic objectives and initiatives of the Executive Committee to meet growth targets of the Chamber
- Attend monthly Executive Committee meetings and take minutes
- Prepare minutes and agendas for circulation
- Prepare Annual Report and AGM documents
- Provide administrative support to the Executive Committee as required
- General administrative tasks to ensure the effective running of the Chamber office

4. Brand Presence

- Design digital branded templates for social channels, messaging and ongoing content generation
- Provide direction, input and innovative approaches to new materials amongst the Chamber team and more broadly
- Demonstrate excellence in customer service, relatability and engagement with all stakeholders through on brand discussions, positioning and partnering opportunities
- Update and maintain website requirements in accordance with changing business needs
- Create a collaborative, respectful work environment through strong leadership and communication skills

5. Research

- Using the Strategy documents, align messaging in communications and socials with our strategy and brand position
- Generate knowledge, information and insight on new, emerging and long-standing issues for business
- Produce written content tailored to social channels to support advocacy and positioning on business issues
- Stay abreast of competitors and our positioning in the marketplace

6. Marketing

- Design concept messaging, images and collateral in line with the Chamber brand while remaining fresh, current and accessible to our member base
- Demonstrate a flair for design skills, and utilize skills to create marketing material on software interfaces, relevant for target cohorts

- Elevate collateral (digital and physical) to seamless, commercial quality presentations that generate excitement, interest and engagement
- Collaboratively work with the team to shape current and new messaging to support broader strategic and Chamber initiatives