

Executive Director & Operations Manager

Organization: Grayling Regional Chamber of Commerce

Position Type: Full-Time | Exempt

Reports To: Board of Directors

Position Summary

The Executive Director serves as the chief executive and strategic leader of the Grayling Regional Chamber of Commerce. This role is responsible for advancing the Chamber's mission by strengthening the local business community, increasing membership value, and leading economic vitality initiatives in Crawford County.

As a consolidated role, the Director provides high-level strategic vision while maintaining hands-on oversight of daily operations, marketing communications, and event execution. This position requires a versatile leader who can pivot between board-room strategy and grassroots community engagement.

Key Responsibilities

Strategic Leadership & Governance

- Implement the Chamber's strategic goals and annual work plan in collaboration with the Board.
- Serve as the primary spokesperson and ambassador for the Chamber.
- Prepare Board agendas, financial reports, and strategic materials; ensure Board decisions are executed.
- Foster partnerships with municipal leaders, economic development groups, and regional stakeholders.

Membership Development & Retention

- Lead strategies to recruit, retain, and engage Chamber members through direct outreach and site visits.
- Oversee the membership lifecycle: processing renewals, maintaining accurate records in the CRM, and generating trend reports.
- Develop and promote member benefits that support business growth.

Marketing & Communications

- Manage the Chamber's digital presence, including website updates and social media management.
- Produce the weekly newsletter and coordinate member announcements/job postings.
- Develop marketing campaigns for Chamber initiatives and Crawford County tourism.

Event & Program Management

- Lead the end-to-end planning and execution of major programs, including:
 - Annual Awards Gala & Business Expo
 - AuSable River Festival collaboration
 - Business After Hours, Ribbon Cuttings, and Job Fairs.
- Manage all event logistics: vendor contracts, volunteer coordination, sponsorships, and registrations.

Financial & Office Operations

- Manage financial operations, including budgeting, monthly reconciliation, and payment tracking in partnership with the Treasurer/Accountant.
- Oversee daily office functions, including facility management, mail, and inquiries from visitors and members.
- Ensure fiscal compliance and pursue revenue development through sponsorships and grants.

Qualifications

Education: Bachelor's degree in Business, Marketing, Public Administration, or a related field preferred.

Experience: 3–5+ years of leadership experience in a Chamber of Commerce, nonprofit, or business development environment.

Technical Skills: Proficiency in membership management software (CRM), email marketing platforms (e.g., Constant Contact/Mailchimp), social media management, and Microsoft Office Suite.

Soft Skills: Exceptional public speaking, relationship-building, and multi-tasking abilities.

Core Competencies

Strategic Visionary: Ability to see the "big picture" for Crawford County.

Operational Excellence: Highly organized with an eye for detail in administrative tasks.

Communication: Effective at conveying the Chamber's value to diverse audiences.

Adaptability: Comfortable shifting from executive meetings to event setup.