

CANDIDATE PROFILE

Chief Executive Officer



ABOUT US

Founded in 1868, the La Crosse Area Chamber serves more than 500 business and individual members through educational programming, seminars, networking events, promotions, and advocacy. The Chamber is lead by an active Board of Directors, and continually strives to meet its goal to connect, grow and advocate for area businesses.

OUR VISION

Through business leadership, La Crosse County will economically prosper and be a great place to work, live and play.

WE CONNECT

Businesses of all sizes to each other and the community through events and advertising.

WE GROW

Businesses and their leaders through leadership programs and specialized offers

WE ADVOCATE

For a prosperous economic climate for business locally, regionally, and nationally

WE CELEBRATE

The impact, influence, and vision of business leaders over the Chamber's 150+ year history.

The La Crosse Area Chamber is an Equal Opportunity Employer.

POSITION SUMMARY

The Chamber operates under a Chief Executive Officer - Strong Executive Model.

Together, the CEO and Board will define the mission and vision and together, we will establish a long-term strategic plan. The CEO drives the strategic plan by creating an annual work plan of actions that support the achievement of the long-range goals. This is defined as a high-level work plan that includes programs, goals, metrics with a budget and timeline tied to it. This plan will be shared with the Board on an annual basis and will be used to track results throughout the year.

The CEO should use the Board as a sounding board as needed. The Board will provide experience and knowledge to supplement the CEO and his/her staff knowledge. The CEO will collaborate with our Synergy Partners (our City and Community leaders and organizations) to leverage Board and Chamber members skills to execute special projects, committees, and events.

The CEO is the official spokesperson for the Chamber of Commerce.

QUALIFICATIONS

The CEO will be a proven executive with focus on relationship management, accountability for results and a passion for businesses. The successful CEO must possess a bachelor's degree in a professional discipline relevant to providing executive leadership for an organization. Successful work experience in a sales, business development, goal-oriented environment very helpful. A minimum of ten years in a leadership role is required – servant leadership style. Prior experience managing and motivating a team required.

Experience in the not-for-profit realm is helpful. Previous experience working with multiple levels of leadership is required.

Ability to project a strong professional presence in appearance, actions, and personal demeanor in representing the Chamber is required.

PROFESSIONAL EXPERIENCE

- Progressively more responsible leadership roles in mission-driven organizations.
- Financially savvy and politically astute leader with the ability to set clear priorities, delegate, and guide investment in people and systems; keen analytic, organization and problem-solving skills, which support and enable sound decision making and problem solving.
- Excellent coalition building skills with an ability to communicate and work effectively with a variety of internal and external stakeholders; a persuasive negotiator able to achieve consensus amongst differing opinions.
- Commitment to the professional development of staff; successful track record of recruiting and retaining a diverse team.
- Broad-based functional experience including marketing, communications, and financial management.

PROFESSIONAL AND PERSONAL TRAITS

- Be a servant leader.
- Extraordinary relationship-building talents.
- Professional presence in appearance, actions, and personal demeanor.
- High level of integrity.
- Strong organizational skills resulting in the ability to prioritize multiple projects.
- Exceptional verbal and written communication skills.

CEO RESPONSIBILITIES AND EXPECTATIONS

- Develop and implement plans and strategies that enhance the economic profile of the community for its businesses.
- Understand the needs of our member base to retain current members and successfully recruit new members to grow the membership base.
- Report to the Board on a quarterly basis the status of achieving annual strategic goals.
- Bring new ideas to the Board. Be a visionary.
- Ensure member issues are anticipated and resolved
- Create and build awareness of our role in the community.
- Establish collaborative and strong relationships with business and community leaders by understanding their needs.
- Develop and maintain a visible leadership role by regularly attending community events and networking within the community.
- Be a resource to all Chamber chairs and Synergy partners by maintaining regular communication.
- Engage in community dialogue to understand public perceptions and business needs.
- Work with the Finance Committee to establish fiscal policies and procedures to develop annual operating budgets and plan for the overall financial health of the organization.
- Oversee marketing strategies that directly meet sales goals for the organization and indirectly enhance the Chamber's brand.
- Oversee operational planning that ensures programs and services are delivered in a timely, on-budget fashion.
- Oversee the Chamber Foundation to maximize its nonprofit tax status and education center lease in the Chamber building.
- Oversee the Chamber's assets including investments, equipment, office, building, tenants, and vendors, ensuring they operate efficiently and to budget.
- Work with staff to develop personal goals that support the mission and annual business plan goals. Must be able to lead, develop and evaluate staff.
- Manage and motivate the staff to do great things for the business community.
- Develop and utilize an annual Board operating calendar, which would include board meetings, planning milestones including budget, reviews, officer selection, chair appointments, major programs, events, planning and budgeting cycles, etc. to ensure a high level of communication.
- Continue to strive to be knowledgeable of best practices, industry trends through personal and professional development.

Interested candidates should submit a letter of application and resume to jsteffes@steffeshradvantage.com

Deadline for applications is August 1, 2020, or until filled.