

# Director, Business Growth Initiatives

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**POSITION TITLE:** Director, Business Growth Initiatives

**DEPARTMENT:** Growth Theater

**REPORTS TO:** Vice President, Member Relations & Market Development

**SUPERVISES:** None

**CLASSIFICATION:** Exempt

**COMPENSATION:** Salary, plus benefits as offered to all full-time regular staff

## Position Summary:

Director, Business Growth Initiatives will serve as the chamber's primary developer and owner of strategic initiatives serving the growing business and entrepreneur segments of the Nashville area business community (defined as up to \$10 million in annual revenue). Position is directly responsible for developing a model for serving growing businesses with creative and innovative offerings, from conception to execution, which ultimately result in the attraction, growth, development and retention of businesses in the Nashville area. This position also directs the Area Advisory Councils program.

## Essential Job Responsibilities:

### Strategic Engagement

- Serve as the staff chief advocate to address needs, issues, activities and be the keeper of member value for the growing business target market
- Strategic relationship management with growing business owners and entrepreneurs in order to:
  - Recognize, understand, assess and prioritize their unique needs and issues
  - Develop an effective referral and collaboration process and pipeline
- Build a comprehensive annual and rolling "growing business" plan - including purpose, objectives, strategy and tactics - for the chamber's business growth initiatives
- Analyze market position and identify growth opportunities and threats in order to position the chamber as the resource of choice for established growing business owners and entrepreneurs
- Provide leadership and execution to ensure content for all growing business programs and events achieves the goals of the chamber's annual strategic plan and budget

### Communication

- Deliver effective, persuasive presentations in the community around the value of the chamber's business growth initiatives and how to engage in them
- Decide and communicate the appropriate course of action when opportunities or solicitations arise related to business growth initiatives
- Provide counsel to growing business owners who inquire to the chamber on a wide range of topics
- Stay apprised of advocacy needs to build awareness of public policy issues affecting growing business members and communicate those to the chamber's policy staff
- Provide the chamber's marketing staff with growing business testimonials and story ideas for use in chamber's communications tools

### Programming

- Accountable for the creation, implementation and ongoing management of programs and resources focused on economic prosperity within the growing business and entrepreneur markets

- Generate ideas and gain support from fellow team members to launch new products and services which provide value to growing business members
- Create and manage online programming content through interactive media (i.e. podcasts, webinars, blogs, etc.) in collaboration with chamber's marketing team
- Utilize the chamber's annual strategic plan to direct the four Area Advisory Councils (AAC) leadership teams to identify and address issues that impact the area business environment
- Communicate these AAC issues to the appropriate chamber staff in order to decide what action is needed
- Make recommendations to director, sponsorship for potential strategic alliances and sponsors that would generate necessary resources
- Ensure fulfillment of sponsorship benefits associated with growing business programs as communicated by the chamber's sponsorship director
- Manage all programmatic content for these related programs and events and work closely with events manager on logistics such as venue, food and beverage, registration, etc.
- Work with the chamber's marketing team for related needs such as web site, graphic design, printed collateral, broadcast e-mails and newsletters.

### Volunteer Management

- Serve as lead staff person to set strategic direction and manage the volunteer engagement activities related to this segment of chamber members
- Recruit growing business members as appropriate for chamber engagement and leadership opportunities
- Maintain contacts and appropriate activity in chamber database on a regular basis

## **Position Requirements & Qualifications:**

### Capabilities

- Commitment to people, process and execution in order to create the future landscape of growing business and entrepreneurial success
- Solid track record for thinking and operating strategically in a rapidly changing environment
- Demonstrable knowledge and skill in public speaking
- Strong interpersonal, verbal and written communication skills
- Must be a team player with great enthusiasm, self motivation and a positive attitude
- Ability to prioritize multiple tasks through strong organization skills
- Proficient in Microsoft Outlook, Word, Excel, PowerPoint and interactive media applications

### Education & Experience

- Completion of Bachelor's level degree or higher in related field (i.e. Business, Marketing)
- Additional management experience within a growing company or in a non-profit environment with a similar target audience is preferred
- Requires a minimum of five years experience providing a diverse platform of business growth resources
- Must have firsthand working knowledge of community resources for growing business owners and entrepreneurs
- Proven ability to recruit, lead and manage all levels of business and community leaders, especially those in the growing business market

**Environmental Conditions/Physical Demands:**

- The work environment involves everyday risks or discomforts requiring normal safety precautions typical of such places as offices, meeting and training rooms; use of safe work practices with office equipment, avoidance of trips and falls and observance of fire regulations.
- The work environment will require walking, standing, sitting, bending and carrying items weighing 1-15 lbs.
- Some repetitive motion is involved.

**To Apply:** Please e-mail your resume in a word document or PDF format to [employment@nashvillechamber.com](mailto:employment@nashvillechamber.com). We will begin reviewing resumes in February. Please do not call with inquiries about the status of your application.