



Job Description - Engagement Officer Taupō Business Chamber

Purpose:

To provide leadership, management and direction for the Chamber to influence and inspire business vitality in our District.

Key responsibilities of the Engagement Officer includes: business growth across all Taupo Business Chamber services and products, engagement and retention of members, management of member benefits, marketing including emarketing and social media, communications, market research surveys, web services and attendance at local and regional meetings.

Accountabilities:

1) Brand

Position the Chamber as the authority representing the business community in the Taupō District:

- Build recognition and understanding by all key stakeholders (includes businesses, local media, local government authorities) of the Chamber's agenda and activities
- Ensure Chamber is represented appropriately in all significant regional business events, forums and publications
- Drive high impact, high quality new initiatives and community engagement
- Contribute to the managed and cohesive development of the Taupō brand through co-operation and collaboration with other local organisations
- Write, coordinate and produce eDMs, advertising, and website content, including blogs, social media and other collateral (e-newsletters for specific market segments) to a high standard which encourage engagement
- Plan, develop and implement effective marketing campaigns to promote all areas of Chamber activity
- Maintain and build on direct, two-way communication and collaboration with relevant groups e.g. National Chamber of Commerce, Regional Chambers and related organisations e.g. TDC, TCT, EGLT, Destination Great Lake Taupō

2) Advocacy

Trusted and respected voice for the local business community both locally and nationally on issues relevant to members:

- Represent members through advocacy work and lobbying to local and national government on issues that impact business in Taupō
- Prepare submissions to authorities on key issues affecting the Taupō business community
- Effectively network with key decision makers and influencers

3) Membership /Services

Drive further growth of the Chamber by identifying new members and increasing annual membership:

- Create new ideas and services to support the growth of the Taupō business community
- Actively engage with the membership and have a current understanding of the general mood and opinion of the wider membership
- Effectively communicate with the membership on current issues facing the local business community

4) Financial

Increase annually the economic base (revenue) of the Chamber thereby increasing both the level of representation of the business community and the value of membership:

- New member targets
- Networking targets
- New services targets
- Sponsorship targets

5) Sponsorship

Management and retention of key sponsorships and identifying new sponsorship opportunities.

6) Events

Management of high quality high impact, events which deliver value to the business community:

- Regular functions including BA5s, seminars, networking events, guest speakers, and bi-annual Business Awards
- Provide targeted networking and skills opportunities for business owners

7) Statutory Requirements

Ensure the Chamber meets and complies with all statutory obligations:

- Maintenance of all records
- Annual review of accounts and approval by Board and membership
- Annual General meetings held as per the Chamber's Constitution
- Ensure accreditation with NZCCI is achieved annually

8) Leadership

Provide leadership to the Board and maintain an up-to-date strategic and operational plan for the organisation which reflects the direction of the Chamber

Key Attributes:

- Experienced leader
- Credibility within the business community and Government organisations
- Excellent communication skills
- Strategic vision
- Positive outlook
- Passionate about creating a strong and vibrant brand
- Progressive thinking leader
- Ability to establish key networks for local businesses

Capabilities/core competencies:

- ❖ **Excellence**
 - Technical / Professional Expertise
 - Have a knowledge of products, systems, operations and procedures; keeping abreast of current developments and trends to help maximise customer service.
- ❖ **Continuous Improvement**
 - Take initiative to improve operations/services/products and systems so that they are consistent with Taupo Chamber's strategic direction and values.
- ❖ **Integrity**
 - Conduct every aspect of work in a trustworthy, reliable and transparent manner, and maintaining the highest ethical standards.
- ❖ **Innovation**
 - Be dynamic, creative and flexible in approach to work.
- ❖ **Teamwork**
 - Work effectively with others (internal and external) to accomplish tasks; Taking action that respects the needs and contributions of others; contributing to and accepting the consensus.
- ❖ **Accountability**
 - Take ownership for individual goals, activities and decisions for which you are accountable to ensure the successful achievement of quality results.
- ❖ **Confidentiality**
 - Maintain confidentiality of all items discussed with board.

Experience & Qualifications:

- Excellent interpersonal skills and listening, oral and written communication skills
- A commitment to providing outstanding service
- Experience in striving to meet organisational targets
- Experience working with CMS websites, databases and accurate data entry
- Strong levels of attention to detail
- Good organisational and time management skills
- Willingness to learn and grow with the role
- 'Can-do' person with a high level of initiative
- Positive team-player attitude

This job description acts as a guide to the overall role. You may be required to perform such other duties as may be assigned to you from time to time.