Position Summary
As the leading Siouxland area business advocate, the Siouxland Chamber of Commerce represents its investors by promoting the economic welfare and the quality of life for the tri-state region. The Siouxland Initiative (TSI) is part of and works in cooperation with the Siouxland Chamber of Commerce. TSI is responsible for regional economic development, recruitment, retention and expansion.

This position is responsible for retention of Chamber and TSI members, as well as securing new investors for TSI. Additionally, this position will spearhead social media efforts, support Government Relations, assist Economic Development initiatives, write Press Releases as needed, and assist in all other areas as necessary. This position reports to the Chamber President, working in concert with all other Chamber / TSI employees.

ESSENTIAL DUTIES AND RESPONSIBILITIES
• Build relationships with Chamber and TSI members to maximize retention, while working with the President and Director of Investor Relations to identify and retain high risk members / investors
• Schedule, Execute, and Summarize annual Synchronist retention meetings with MidAmerican Energy

TSI Investor Growth
• Promote TSI, recruit new TSI investors, and assist with future fundraising campaigns

Social Media
• Develop and organize social media initiatives and marketing / promotional opportunities
• Lead internal social media efforts (Twitter, Facebook, blogging, etc.)
• Provide social media training to Chamber / TSI staff

Government Relations
• Support Executive Vice President with Iowa Government Relations and Lobbying with the objective of eventually leading this area
• Work and consult with Chamber-recruited and Chamber-endorsed candidates for elected office

Economic Development
• Work with the President and Executive Vice President to actively and successfully promote recruitment and retention efforts, while promoting entrepreneurial initiatives resulting in an increase in the number and quality of employment opportunities available in the tri-state region

Writing
• Compose and distribute press releases, proofread Chamber / TSI communications, Blog for organization

Media and Public Relations
• Direct involvement with and support of Chamber / TSI’s relationship and image with local media including radio, television, print and coordinate activities with national magazines / publications
Competency
To perform the job successfully, an individual should demonstrate the following competencies:

- Demonstrates high level of organization and attention to detail
- Synthesizes complex or diverse information
- Meets commitments
- Maintains confidentiality
- Listens and gets clarification
- Writes clearly and informatively
- Communicates skillfully and diplomatically
- Demonstrates accuracy and thoroughness
- Possesses exceptional oral & verbal communication skills
- Manages competing demands
- Presents numerical data effectively
- Demonstrates knowledge of market and competition
- Identifies external threats and opportunities
- Demonstrates patience and persistence to overcome obstacles
- Prioritizes and plans work activities
- Pursues personal and professional training and development opportunities
- Able to deal with frequent change, delays, or unexpected events
- Contributes to building a positive team spirit
- Works ethically and with integrity
- Upholds organization’s values
- Commits to long hours of work when necessary to reach goals
- Demonstrates personal initiative
- Works effectively without excessive supervision

Qualifications
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and/or Experience**
Bachelor’s Degree from a college or university; or three to five years related experience and/or training; or equivalent combination of education and experience.

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<th>Communication Skills</th>
<th>Mathematical Skills</th>
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<td>- Read, analyze and interpret general business periodicals, professional journals, technical procedures and government regulations</td>
<td>- Add, subtract, multiply and divide</td>
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<tr>
<td>- Writes reports, business correspondence press releases and internet blogs, etc</td>
<td>- Compute rate, ratio and percent</td>
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<tr>
<td>- Interprets an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.</td>
<td>- Develop and interpret graphs</td>
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<th>Reasoning Ability</th>
<th>Other Skills and Abilities</th>
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<td>- Defines problems, collects data, establishes facts drawing valid conclusions</td>
<td>- Is persuasive with the written word</td>
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<td>- Interprets an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.</td>
<td>- Utilizes Social Media to maximize impact through those communication channels</td>
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**Computer Skills**
To perform this job successfully, an individual should have knowledge of

- Microsoft Publisher, Excel, Word, & Power Point
- Database software
- Facebook, Twitter, & Blogging
- Constant Contact