

August 2026

POSITION DESCRIPTION: Executive Director, Baraboo Area Chamber of Commerce

As the chief paid executive officer of the Baraboo Area Chamber of Commerce, the Executive Director is responsible for daily operation of the Chamber office and staff, providing leadership within the Chamber and the community in order to help create a favorable business environment, and helping to develop and guide an active program aimed at improving business-civic conditions. The Executive Director is responsible to the Board of Directors and reports directly to the President. The Executive Director also serves in the same role for the Baraboo Area Chamber of Commerce Foundation, a separate 501(c)(3) nonprofit organization.

Specific Duties

Strategic Plan and Program of Work

Guides the development of the Chamber's overall program of work as determined by the organization's mission and strategic plan, and is responsible for carrying out this program of work with the aid of the staff, officers and committee members, and within the policy framework adopted by the Board of Directors.

Board of Directors/Committees

Assists the President and Board in selecting qualified personnel for the Board and committees. Directs or organizes specific projects for committees, and works with the President, Executive Committee and committee chairs to ensure that Board and committee functions are carried out. Arranges for meetings, and gathers data and materials for use by the Board and committees to help them carry out assigned tasks. Ensures that minutes are taken at the Board of Directors meeting and committee meetings as necessary or directed.

Policy

In consultation with the Board of Directors and/or the Executive Committee, plans long-range policies to help achieve important Chamber and community goals. Reviews proposals and projects originating in committees or elsewhere and recommends proper committee assignment, if needed. Places projects or proposals on agenda for Board action (with recommendations). Works with staff and committees to implement proposals or projects. Coordinates work of all committees, divisions and/or departments.

Personnel

Is responsible for supervising all staff members. The Executive Director is responsible for recruiting, hiring, training and discharging of all employees. Organizes staff and directs the Chamber office. All employees report directly to the Executive Director, who shall evaluate employee performance at least one time annually and adjust salary within

prescribed brackets of the budget. The Executive Director shall set the duties of employees.

Finance

Is responsible for general management of the organization's finances. Prepares annual budget in conjunction with the Finance and Fundraising Committee for approval by the Board of Directors. Develops general plans for meeting the budget. Approves all specific expenditures coming under the budget adopted by the Board. Directs office maintenance, including replacement of equipment, and directs purchase of additional equipment and the keeping of proper financial records.

Membership Maintenance

Oversees the direction of all membership efforts of the organization and record-keeping for such purposes. Directs preparation of reports concerning membership and finance. Directs or delegates the handling of correspondence to members regarding membership status or change in status.

Member and Public Relations

Is responsible for the direction of preparation and dissemination of communications to the membership and general public. May delegate assignment of correspondence workload to office staff. Directs the preparation of official publications of the Chamber such as newsletters, news releases, or other methods (including through electronic means) used to disseminate information. When required or requested, represents the Chamber at meetings of other organizations. May appear as a witness before governmental bodies or officials or other regulatory groups. May make a public address or secure other speakers concerning community and Chamber activities. Counsels and advises the Board of Directors on developments affecting the business community.

Tourism Promotion

Responsible for directing the use of room tax funds allocated to the Chamber from participating municipalities for approved purposes as dictated in room tax agreements with the municipalities. Oversees creation of marketing materials (including advertisements), and placement of marketing in appropriate media to generate desired results. Responsible for tracking all room tax expenditures, and preparing an annual report for participating municipalities.

Chamber/Visitor Center Building Management

As approved by the Board and in cooperation with the Community Foundation of South Central Wisconsin (the property landlord), the Executive Director is responsible for overseeing the management of the Baraboo Area Visitor Center building, including the telecommunications and computer systems, meeting room usage, custodial work, routine maintenance, and snow removal.