

# POSITION ANNOUNCEMENT ELLIJAY, GEORGIA



## PRESIDENT AND CHIEF EXECUTIVE OFFICER

### Overview.

The Gilmer County Chamber of Commerce promotes the business and tourism of the Gilmer County area and fosters networking and partnerships to develop a strong economic base, encourage the expansion of well-planned business and civic growth, attract targeted new businesses, collaborate with community partners for workforce development, and enhance the quality of life for the community. The chamber is the unifying organization that brings business, newcomers, visitors and the existing community

together. The Gilmer County Chamber is also the Destination Marketing Organization (DMO) and responsible for the appropriate management of tourism marketing and revenue.

The Gilmer County Chamber is seeking a President and Chief Executive Officer to build on the tremendous success of the area and organization. The chamber has contracted with The Chason Group to lead the executive search.



## About the Gilmer County Area.

Gilmer County, Georgia is located in the beautiful foothills of the Appalachian Mountains and offers endless entertainment opportunities. Gilmer County cities include Ellijay, East Ellijay and Cherry Log (unincorporated). Ellijay, the county seat, is known as the Apple Capital of Georgia, and every fall visitors flock to the apple houses for the festival, fun and food. Ellijay is also known as the Mountain Bike Capital of Georgia due to the incredible and vast biking trails in the area. Hikers and bikers of all skill levels visit to enjoy the numerous trails throughout the area. Gilmer County is a fishing destination for avid fisherman and is especially known for trout. The abundant bodies of water offer rafting, kayaking and other river activities as the Cartecay and Ellijay River meet in Ellijay to form the Coosawattee River. The Coosawattee River feeds beautiful Carters Lake which offers lake activities in the area as well. The region is favored by wine connoisseurs due to the plentiful wineries established in the region's perfect climate and soil conditions for vineyards. Tourism and Agritourism are the main revenue sources for the region and people from all over come to enjoy everything there is to offer. The large number of available cabin rentals to enjoy the great outdoors rivals even larger mountain destination cities. Downtown Ellijay has grown exponentially with boutique shops, restaurants and antique stores for



visitors. The Covid Pandemic caused historic growth as people, able to work from home, longed for the quality of life Gilmer County offers and flocked to the area. Many new businesses have opened to serve new residents, and there is room for growth in specific industries.

Residents of Gilmer County share that they wouldn't live anywhere else. The beauty and location of the area cannot be beat and between the culture, people and breathtaking natural resources, Gilmer County, Georgia is a very special place.



Carters Lake

## About the Position.

The President and Chief Executive Officer is responsible for all aspects of operations for the Gilmer County Chamber of Commerce and reports directly to the Board of Directors through an annually elected Chair. The professional provides vision, strategic direction, and management for the programs and personnel of the organization. The leader demonstrates expertise in collaboration, nonprofit governance and operations, financial management, tourism, marketing, public policy and advocacy, and community, economic, and workforce development. The President and CEO serves as the lead spokesperson for the Chamber and strategic initiatives, representing the organization's



interests to the media, elected officials, and all community and organizational stakeholders. The professional is charged with the proficient management of all resources at the Chamber's disposal, including both team members and volunteer efforts. These resources must be expertly deployed to align with the mission of the organization and to advance the growth and prosperity of the Chamber and community. The professional is recognized as a dynamic leader with high integrity. Key skill sets required include the ability to manage and support current programs; develop new initiatives and collaborative partnerships; and to lead and engage all Chamber stakeholders.

## Education and Experience Requirements.

- Bachelor's degree in the area(s) of association management, economic development, community development, public relations, public administration, business and/or marketing from an accredited college or university or equivalent experience.
- Minimum of three years of executive-level leadership and personnel management experience with a Chamber of Commerce, destination marketing organization, or nonprofit organization of similar scale and complexity, or private sector, with demonstrated working knowledge of business, public policy, tourism, community development, economic development, workforce development, event planning, and program development.
- A Certificate in Nonprofit Organization Management through the U.S. Chamber's Institute of Management (IOM) and the professional designation of Certified Chamber Executive (CCE) are highly preferred. In the absence of these professional credentials, a strong desire to achieve them at the earliest opportunity is the expectation of the Board of the chosen candidate.
- A Professional in Destination Management certificate and / or Certified Destination Marketing Executive educational achievement are highly preferred.
- A proven tenure in implementing a visionary strategic plan in collaboration with a diverse and influential body of organizational stakeholders.
- An innovative, creative, and strategic thinker who has experience in developing relevant initiatives and goals to enhance a region's tax base and a track record of proven results.
- A strong financial background in budget management.
- Experience in running a Chamber that is also a Destination Marketing Organization or Visitors Bureau is a plus.

## How to Apply.



The Gilmer County Chamber of Commerce has retained TCG to lead the executive search process. Professionals interested in applying for the President and Chief Executive Officer's position may upload a cover letter and a copy of their resume at [www.thechasongroup.com](http://www.thechasongroup.com) to be considered for the position. The most qualified candidates will receive a detailed application to determine if an interview is required. The deadline for submitting the initial materials is September 16, 2024. Candidates will be reviewed by TCG utilizing a weighting scale approved by the Gilmer County Chamber of Commerce Search Committee. For more information, contact Tim Chason at 404.735.0540 or [tchason@thechasongroup.com](mailto:tchason@thechasongroup.com) or London Mainor at 912.704.9426 or [lmajor@thechasongroup.com](mailto:lmajor@thechasongroup.com).



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