

**South West Business Association (Inc.)**  
PO BOX 739, BUNBURY WA 6231

**CEO - Position Description**

**Position Objectives**

- ◆ Day to day management of the South West Business Association incorporating the Bunbury Chamber Of Commerce and Industries and the South Western Club, including managing committee meetings and liaison with committee heads, public relations, procedure development, preparation of publicity material
- ◆ Preparation of reports and submissions as issues require
- ◆ Strategic development of the Chamber based on market and membership needs
- ◆ Recruitment of new members and maintenance of relevance to existing member base
- ◆ Liaison with relevant organizations to support organizational objectives
- ◆ Delivery of member services

**Skills and Knowledge**

1. Working knowledge of the business environment
2. Strong commitment to member/ customer service delivery
3. An ability to effectively market services
4. Awareness of current trends in business and the business environment
5. Highly developed communication and interpersonal skills
6. Able to work with media outlets
7. Leadership and mentoring skills
8. Well developed time management and organizational skills
9. Skills in conflict resolution and negotiation
10. Working knowledge of information technology systems - MS Word, MS Excel, MS Powerpoint & MS Access, MYOB
11. An ability to work with committees
12. Understanding of liquor licensing act

**Experience**

1. Relevant business experience
2. Office management
3. Strategic planning

## **Selection Criteria**

### **Essential**

Able to demonstrate a commitment to member/ customer service

Capacity to work in a dynamic team environment with several diverse organizations

Clearly understand the Chamber's mission and business and have the ability to proactively market and sell the organization and increase membership participation.

Exceptional communication and interpersonal skills

Strong strategic planning, organizational and time management skills

Leadership skills and an ability to develop commitment to organizational objectives

An ability to liaise effectively with government, industry, commerce, the community and media to support the Chambers vision and goals

Have a good understanding of office systems and have good computer capabilities.

Current "A" class licence

### **Desirable**

Knowledge of the local business environment

Business experience

### **Qualifications and/or training**

Degree / relevant experience in Business/ Marketing preferred