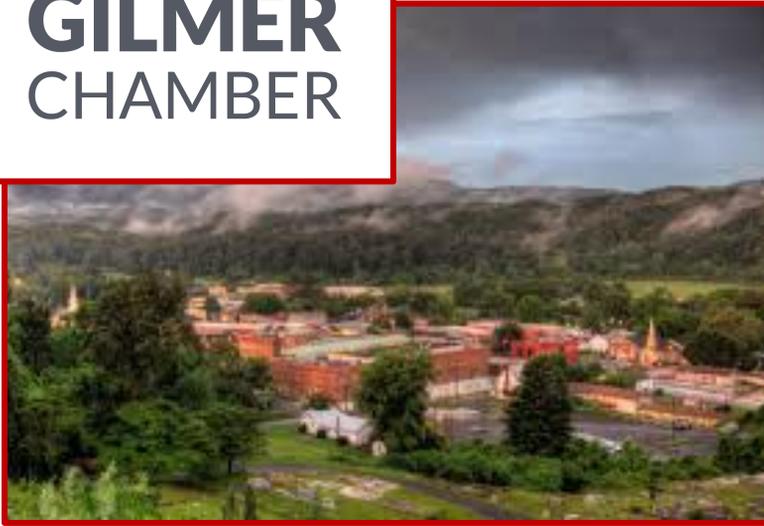


Position Announcement



President & CEO
Ellijay, Georgia



Overview. The Gilmer County Chamber of Commerce in Ellijay, Georgia has launched a search for a president and chief executive officer. The Chason Group has been retained to lead the executive search.

About Ellijay, East Ellijay and Gilmer County, Georgia. Gilmer County is located approximately 75 miles north of Atlanta which is one of the largest population centers in the southeastern United States. The community is nestled in the foothills of the Chattahoochee National Forest and Appalachian mountains. Another population center, Chattanooga, Tennessee, is located 67 miles from downtown Ellijay. The area is easily accessed via four lane Georgia Highways 575/515 and US 76. The community's population is 30,818 based on the latest US Census information.

Gilmer is designated as the Apple Capital and Mountain Bike Capital by the state of Georgia. Tourism is the prime economic engine for the community. Cabin rentals, recreation, wineries and natural outdoor settings provide many opportunities for guests.

About the Gilmer County Chamber. Since 1978, the Gilmer Chamber has grown and evolved with the community and north Georgia. The business organization's focus has remained on being responsive to the needs of its members and the community.

The chamber was one of the first to be designated as a Georgia Certified Chamber of Commerce. As a part of the chamber's strategic plan, the organization has five core values: tourism, membership, team development, kindness and hospitality.

The chamber is recognized as the community's Destination Marketing Organization (DMO). Tourism is a huge contributor to Gilmer's economy as well as Georgia's resources. The chamber leads the marketing initiatives for Gilmer County through social media, direct marketing and advertising, and event planning.

Led by a 15-member volunteer board of directors and seven professional staff members, the chamber has an operating budget of over \$700,000.

THE CHASON GROUP, INC.

Position Announcement

President & CEO

Ellijay, Georgia



Requirements. Candidates applying for the president's position must hold a Bachelor's degree, with a Master's degree desired, in the area(s) of public relations, association management, tourism, business and/or marketing from an accredited college or university or equivalent experience.

Additional requirements include three years or more of executive management leadership experience in the business, chamber of commerce, association, tourism, economic development and/or community development field, or a combination of these. Candidates should have a proven extended tenure in leading an organization through visionary growth and meaningful change to improve the business environment of the community.

Key Skill Sets. Applicants interested in the president's position should have experience in the tourism, specifically outdoor recreation and agritourism, industry. The search committee is seeking professionals with excellent communications skills. Written, verbal, listening and digital media communication skill sets are vital for the position.

A collaborative leadership style is preferred by the committee. The successful candidate will be working with small and large groups on a continuous basis – including a board of directors, members, internal team, government entities on the local, regional, state and national levels, other non-profit groups and the general public.

Candidates will be responsible for developing an organizational culture that exudes partnerships for the global success of the chamber. The candidate chosen for the position will serve as the key resource in relating policies, strategies and various courses of action – internal and external.

How To Apply. For more information regarding the executive search process for the president's position with Gilmer County Chamber of Commerce, please contact Tim Chason at 404/735-0540 or Randy Cardoza at 404/661-9438. A pdf cover letter and resume may be uploaded at www.thechasongroup.com. The deadline for materials to be submitted is September 18, 2020. The anticipated start date for the position is November 2020.



Agritourism is a significant economic driver in Gilmer County.