



SOUTHWESTERN VERMONT **CHAMBER OF COMMERCE**

Job Title: GROW Specialist - Southwestern Vermont Chamber

Reports to: Executive Director of the Southwestern Vermont Chamber of Commerce; Shires Young Professional Board of Directors

Classification: Salary/grant-based; 32-40 hrs/week

Position Overview:

The GROW Specialist at the Southwestern Vermont Chamber will play a crucial role in formalizing a regional relocation network and bolstering outreach efforts, with a specific emphasis on the attracting and retaining young, working families to Southwestern Vermont. This position aims to align with the objectives of the GROW Program through ThinkVermont, enhancing the relocation and outreach capacity in the region.

Key Responsibilities:

1. Lead Generation and Distribution:
 - Implement and oversee a lead generation and distribution system in collaboration with ThinkVermont and the Southwestern Vermont Chamber.
2. Lead Nurturing:
 - Develop a formal process for receiving and nurturing leads from the Connect with a Vermonter program.
 - Conduct emails, phone calls, and digital meetings to nurture leads.
 - Track lead status and report regularly on support activities.
3. Collaboration with Partners:
 - Establish and maintain effective collaboration with partner organizations to leverage networks and resources for lead nurturing.
 - Answer lead questions by directing them to the appropriate person or agency locally, regionally, and statewide.
4. Data Tracking and Reporting:
 - Maintain a comprehensive database tracking all leads, including their status.
 - Generate regular reports for submission to the GROW Program Committee.

5. Outreach and Membership Development:
 - Develop and execute outreach strategies to engage new young families and professionals in the region.
 - Actively recruit new members to the Shires Young Professionals organization and maintain a strong database of contacts.
 - Identify target demographics and develop marketing materials.
6. Program Development:
 - Design, plan, and implement programs that appeal to new young families, workers and professionals, fostering personal and professional growth.
 - Lead Welcome Wagon and New Vermonter programs efforts.
 - Develop retention-building initiatives.
7. Event and Activity Organization:
 - Organize events promoting The Shires region and fostering community connections.
 - Plan networking events, workshops, and social gatherings.
 - Collaborate with local businesses and organizations for events.
8. Communication and Reporting:
 - Maintain regular communication with Shires Young Professionals members.
 - Generate reports on membership growth, event attendance, and program success.
 - Provide updates to the Shires Young Professionals Board and stakeholders.

Qualifications:

- Bachelor's degree in a related field.
- Previous experience in membership development, community engagement, or event planning preferred.
- Excellent communication and interpersonal skills.
- Strong organizational and project management abilities.
- Ability to work independently and as part of a team.
- Passion for promoting The Shires region and making newcomers feel welcome.

Salary & Benefits Range:

- \$40,000 - \$45,000/annual
- 2 year grant-based salary and benefits
- Gold Plan Health Care through the Southwestern Vermont Chamber
- Life insurance
- Hybrid work model/remote

Application Process:

Interested candidates should submit their resume and a cover letter to Matt Harrington, Executive Director, Southwestern Vermont Chamber (matt@swvtchamber.com) with the subject line "GROW Specialist Application." Application deadline: February 1, 2024.

The Southwestern Vermont Chamber is an equal opportunity employer committed to diversity and inclusion in the workplace. Applications from individuals of all backgrounds and experiences are encouraged.