

President & Chief Executive Officer  
[Greater Macon Chamber of Commerce](#) & Forward Macon, LLC  
Macon, GA

#### ABOUT MACON-BIBB COUNTY, GEORGIA

Macon, officially Macon-Bibb County, is a consolidated city-county in the heart of Georgia. It lies near the geographic center, about eighty-five miles southeast of Atlanta and 2.5 hours to Savannah. Located near the fall line of the Ocmulgee River, Macon had a 2020 population of 157,346. It is the principal city of the Macon metropolitan statistical area (MSA), which had a population of 233,802. Macon is also the largest city in the Macon-Warner Robins combined statistical area (CSA).

In a 2012 referendum, voters approved the consolidation of the governments of the City of Macon and Bibb County, and Macon became Georgia's fourth-largest city. Robins Air Force Base, the largest single-site industrial complex in the state of Georgia, is just ten miles south. Macon is served by three interstate highways: I-16 (connecting the city to Savannah and coastal Georgia), I-75 (connecting the city with Atlanta to the north and Valdosta to the south), and I-475 (a city bypass highway).

There is something for everyone in Macon. Home to multiple higher education institutions including Mercer University, Middle Georgia State University, and Central Georgia Technical College, the city is steeped in history, especially its rich musical heritage. Downtown Macon has much to offer – historic architecture, loft living, outdoor recreation and a distinctive mix of dining and entertainment venues.

#### THE GREATER MACON CHAMBER OF COMMERCE

The Greater Macon Chamber of Commerce is an organization through which the voluntary labor of our community works effectively to make the Macon-Bibb region a better place to live, work and play. The chamber is organized for the purpose of advancing the positive growth and development of Macon-Bibb. It encourages the growth of existing industries and businesses, while giving all proper assistance to any new firms or individuals looking to locate to Macon. The Chamber strives to support all activities believed to be beneficial to the community, and in general seeks to enhance the standard of living for Macon area citizens, looking to accomplish the greatest good for the greatest number.

#### FORWARD MACON, INC

Macon is experiencing a renaissance. Our downtown is a vibrant destination, and industries are choosing Bibb County for relocations and expansions. Macon-Bibb County is also seeing an unprecedented level of cooperation between government, business, education, and nonprofits. By working together more effectively, we see positive results more quickly.

While we celebrate success, we must still do more. Thanks to increased partnership and cooperation among community stakeholders, the stage is set to address these challenges. The Greater Macon Chamber of Commerce and One Macon have come together and pinpointed key initiatives that we believe will accelerate our trajectory. The joint plan, called Forward Macon, focuses on building the workforce, attracting, and retaining talent and revitalizing neighborhoods.

#### ORGANIZATION PROFILE

Membership: Approximately 850

Staff: 6

Budget: \$1.6 million

Chamber Board: 21

Forward Macon, Inc. Board: 12



## THE NEXT PRESIDENT & CEO

The successful next President & CEO will be a proven, results-oriented leader who leads, motivates, and coordinates the chamber's volunteer leaders and staff in championing local business interests, growing the regional economy and identifying new program opportunities that address issues of importance in Macon-Bibb County. The CEO is responsible for advancing the organization's mission towards its vision while modeling its values by leading the organization's performance and program of work. This executive will ensure that the Chamber's annual program of work is developed in alignment with the strategic plan and successfully implemented, that goals and objectives for the Chamber are established and met, that the Chamber maintains resources sufficient to conduct its mission, and the organization is financially stable. The CEO is responsible for the administration of the Chamber and its volunteer efforts and for the Chamber's participation in other activities beneficial to Central Georgia.

## POSITION RESPONSIBILITIES

- Formulate, plan, organize, recommend, and administer policies and programs relating to the Chamber organizations to include short- and long-range planning to achieve major goals.
- Assuming a leadership role in civic endeavors throughout the community that align with the Chamber's mission.
- Developing relationships with members and other community leaders that will aid in advancing the Chamber's mission.
- Attracting, developing, and leading a team of chamber employees to elevate their competencies, increase their skillsets and provide a positive employee experience.
- Developing relationships with Robins Air Force Base (RAFB) leadership and support RAFB missions, growth, and success.
- Developing relationships with community leaders in surrounding areas and advancing regional cooperation between the Chamber and other regional partners to enhance the region's economic and community vitality.
- Developing sufficient revenue sources, and in particular growing membership, to support a robust plan of work and sufficient member programming.
- Developing and implementing a relevant set of programs, initiatives, and events to benefit the Chamber's membership.
- Implementing initiatives outlined in the Forward Macon Plan and positioning the Chamber for a successful future multi-year capital campaign.
- Advocating for the interests of local businesses and the community's economic vitality with local and state governmental and quasi-governmental entities.
- Developing and implementing an effective marketing strategy that positions the Chamber as a civic leader representing business.
- Managing the overall financial health of the organization while suggesting innovative ways to increase diverse revenue streams.
- Uphold the standards of operation as a reputable and effective Chamber of Commerce: Governance, Finance, Human Resources, Governmental Affairs, Program Development, Technology, Marketing and Communications, Facilities, and Benchmarking.
- Perform other duties as may be assigned by the Chamber Chair, Executive Committee and Board of Directors as they may pertain to the overall Chamber mission.

## PREFERRED KNOWLEDGE, SKILLS, AND ABILITIES

- Leading candidates will have a minimum of 10+ years of senior leadership experience with a demonstrated track- record of producing results.
- A firm grasp of core business competencies including accounting, human resources, marketing, and stewarding a million-dollar budget to ensure the long-term viability of the organization.
- A history of successful engagement, partnering and alliance-building among a broad range of constituencies.
- Experience in working with volunteer boards and managing volunteer-driven initiatives.
- Substantial fundraising or campaign management.
- Experience working with diverse groups; promotes diversity, equity, and inclusion programmatically.
- Highly developed people skills and emotional intelligence.
- Strong understanding of the political landscape for change and collaboration with civic leadership and partner organizations.
- Exceptional communication and presentation skills both in writing and orally.
- Possesses and demonstrates high standards of integrity, work ethic, trustworthiness, and personal responsibility.
- Elevated level of energy to lead the organization into the future.

## EDUCATION

Preferred bachelor's degree from an accredited college or university or equivalent combination of education, training, and experience. The successful candidate will demonstrate a consistent track-record for producing results in the areas necessary to lead a world-class membership organization.

## COMPENSATION AND BENEFITS

The compensation package will include a competitive salary based upon the candidate's level of professional experience. The Chamber also offers a competitive benefits package. It is required that the successful candidate will live within the service area of Macon-Bibb County once employed.

DEADLINE TO APPLY IS JULY 7, 2022

Interested candidates are required to submit a letter of interest, resume/CV, and salary requirements. Any materials received incomplete will be returned.

Please email materials to:

Anissa Starnes, IOM Chief Impact Officer YGM, LLC [Macon@YGMTRC.COM](mailto:Macon@YGMTRC.COM)

YGM, LLC, has been retained by the Board of Directors of the Greater Macon Chamber of Commerce in their nationwide search for a new President & CEO.