



# POSITION ANNOUNCEMENT CHIEF EXECUTIVE OFFICER HOOVER, ALABAMA

## Overview.

The Hoover Area Chamber, based in Hoover, Alabama, has launched a search for a Chief Executive Officer. The Chason Group ([www.thechasongroup.com](http://www.thechasongroup.com)) has been retained to assist the Chamber with the executive search.

Hoover, located in central Alabama and a part of the Birmingham-Hoover MSA, is the sixth largest city in the state with a population of 92,589. The area is known for innovative businesses in the technology and financial sectors as well as one of the Southeast's most livable cities. The school system in Hoover has been recognized as one of the leading K-12 education institutions in the country.

The Chamber is seeking a proven leader to take the business organization to a new level of service for entrepreneurs and existing businesses of all sizes. A new initiative, Elevate Hoover, was launched by the Chamber last year. Dozens of stakeholders have provided input, ideas, and feedback through focus groups and confidential one-on-one interviews. Three pillars of action have been established as the focal points for the economic development strategy – all of which will be led by the Chamber.





## The Chamber.

The Hoover Area Chamber is recognized as a collaborator and connector in the city. Business leaders and community advocates join together to celebrate success and set strategic goals for the future generations of citizens.

The Chamber's vision is to be the leading community in the southeastern United States with thriving businesses and top talent, while advancing diverse and equitable opportunities for all. Membership in the organization expands from one-person operations to multi-billion-dollar companies. The ultimate goal of the Chamber is to keep business leaders focused on the possibilities of the future.

The Board of Directors is composed of 15 community leaders and led by an annually elected chair. The budget for the Chamber is approximately \$350,000 with two full-time professionals and a contract team member.

## The Elevate Hoover Initiative.

Elevate Hoover, led by the Chamber in partnership with the City of Hoover, is a five-year strategic plan to promote the area's strengths, expand existing businesses and business opportunities, and significantly improve the economic future for all who call the Hoover area home. The \$3 million capital campaign plan will establish near-term priorities and develop multi-year strategic initiatives to be implemented by the Chamber and other partners. The public / private partnership will move Hoover to a new level of economic vitality.

The three pillars and a few highlighted action goals in each area include:

- Raise awareness of economic and community development efforts.
  - Serve as a marketing and research partner for City of Hoover's Economic Development Department.
  - Create and employ Brand Marketing Director position at the Chamber.
  - Engage a firm specializing in economic / community development branding and marketing to develop marketing plans, collateral, robust web portal, electronic marketing tools, social media, and print materials.
- Create a thriving business ecosystem.
  - Promote entrepreneurs, startups, and small and mid-size business owners.
  - Create a small business brand and "Shop Hoover" marketing campaign.
  - Enhance programming and branding within the entrepreneurial council and SBA for small business education and resources.
- Encourage people to live, work and play in Hoover.
  - Create a new community relations strategy to tell Hoover's story and create events and opportunities to bring Hoover businesses and residents together.
  - Create and maintain an "all-inclusive" web portal for "Live, Work & Play in Hoover".
  - Create "Intro Hoover" – an event that will introduce new residents to Hoover's neighborhoods, attractions, resources, etc.

The feasibility study and campaign are being led by NCDS.



**THE CHASON GROUP**  
EXECUTIVE SEARCH

## The Position Summary.

The Chief Executive Officer is responsible for all aspects of operations for the Hoover Area 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 strategic planning, program and personnel management, member sales and services, resource development, nonprofit governance and operations, financial management, marketing, public policy and advocacy, and community, economic, and workforce development. The Chief Executive Officer serves as the lead spokesperson for the Chamber and strategic initiatives, representing the Chamber's interests to the media, elected officials, and all community and organizational stakeholders. 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, engage, and commit to include the best diversity, equity, and inclusion practices for the region.

## The Ideal Candidate.

The ideal professional candidate for the Chief Executive Officer of the Hoover Area Chamber of Commerce is an innovator and strategic thinker; has excellent communication skills to include writing, verbal, listening, and social; and a marketing mind-set. The Chamber's leadership is prepared to move the business organization forward and to new heights in the next three to five years. An understanding of how business operates and a willingness to take challenges are also key character traits required of the leader.

## The Education / Experience Requirements Desired.

- 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.
- 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.
- Three years of executive-level leadership experience with a Chamber of Commerce or nonprofit organization of similar scale and complexity, with demonstrated working knowledge of business, public policy, community development, economic development, workforce development, event planning, and program development.
- 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.



## How To Apply.

The Hoover Area Chamber has retained TCG to lead the executive search process. Professionals interested in applying for the 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 April 12, 2024. Candidates will be reviewed by TCG utilizing a weighting scale approved by the Hoover Area Chamber's Search Committee. Candidates chosen to move forward in the process must complete a detailed application and an interview process. For more information, contact Tim Chason at 404.735.0540 or Randy Cardoza at 404.661.9438.