

ADMINISTRATIVE ASSISTANT

Black River Area Chamber of Commerce, Inc.
Also known as Explore Black River Country

Position Type: Part-Time, Hourly	FLSA Status: Non-Exempt
Reports To: Office Manager	Oversight: Executive Director
Department: Administration	Last Updated: October 2026

POSITION SUMMARY

The Administrative Assistant provides front-office, visitor services, member services, administrative, digital information, and program support to the Black River Area Chamber of Commerce, Inc., also known as Explore Black River Country (the "Chamber"). The position serves as a primary point of contact for Chamber members, visitors, residents, guests, and the general public and helps ensure accurate, timely, and professional delivery of Chamber and visitor information, programs, and services.

The Administrative Assistant reports directly to the Office Manager, who assigns and coordinates daily work and processes time records. The Executive Director oversees all staff and has final authority on hiring, discipline, and other employment decisions.

ESSENTIAL FUNCTIONS OF THE POSITION (ADA)

The following responsibilities are designated as essential functions of this position for purposes of the Americans with Disabilities Act (ADA), 42 U.S.C. § 12101 et seq., and the Wisconsin Fair Employment Act. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential functions. Non-essential (marginal) functions are identified separately.

1. Front-Office, Visitor & Tourism Services

- Serve as a primary front-desk contact; greet members, visitors, guests, and the public in a professional, welcoming, and helpful manner.
- Answer incoming telephone calls promptly; provide requested information or route calls to the appropriate staff member.
- Monitor and respond to inquiries received through the Chamber's general email inbox and website; route messages to the Office Manager or Executive Director as appropriate.
- Respond to visitor information requests received in person, by phone, email, or web form and fulfill or mail Visitor Guides, maps, trail information, relocation materials, and other approved information as requested.
- Provide current information and referrals regarding lodging, dining, shopping, attractions, events, trails, outdoor recreation, local businesses, community resources, and other visitor or resident needs using approved Chamber resources.
- Maintain tourism and member information displays, brochure racks, maps, and lobby materials in an organized, current, and attractive manner.
- Maintain approved ATV, UTV, snowmobile, and other trail-status information on the Chamber phone system and applicable communication channels as conditions change and information is provided or verified.
- Log and summarize visitor, phone, email, and other public contacts as directed for operational or reporting purposes.
- Staff the office independently at times, following established opening, closing, security, and visitor-service procedures.

2. Member Services & Chamber Programs

- Provide routine member assistance, referrals, and information about Chamber services, benefits, programs, and events; route policy, billing, sponsorship, or other management-level questions as appropriate.
- Assist with membership applications, member information updates, new-member materials, onboarding support, and routine member follow-up as directed.
- Participate in member outreach, including visits to member businesses throughout the Chamber's service area, delivery of member materials, and follow-up as directed.
- Maintain accurate member records in the Chamber membership database, online directory, partner websites, and other approved systems, including Travel Wisconsin / Extranet or successor platforms.
- Support the Chamber Bucks program by assisting with sales, issuance, certificate or check preparation, recordkeeping, redemption processing, member questions, and related documentation in accordance with established cash-handling and internal-control procedures.
- Assist with conference-room scheduling, reservations, setup information, and routine member or community use of the Chamber facility as directed.
- Provide administrative support for Chamber scholarships, member-benefit programs, community initiatives, and other approved programs as assigned.
- Assist with maintaining and updating standard membership, event, vendor, registration, sponsorship, and program forms and files.

3. Administrative, Financial & Records Support

- Process incoming and outgoing mail, packages, and shipping.
- Perform typing, document formatting, scanning, filing, copying, collating, and general clerical tasks as assigned.
- Enter payment information into QuickBooks accurately and promptly in accordance with the Chamber's financial and internal-control procedures.
- Perform accurate data entry, data revision, record maintenance, and database updates as directed by the Office Manager or Executive Director.
- Provide backup support for Office Manager duties as assigned, including taking notes at Board meetings.
- Maintain current community resource lists and reference information, including churches, nonprofit organizations, service providers, and other local resources as assigned.
- Organize and maintain administrative files and records in accordance with Chamber records-retention, privacy, and data-security procedures.
- Monitor office, visitor-center, and event supply needs and report purchasing or replenishment needs to the Office Manager or Executive Director.
- Shred and dispose of records and materials in accordance with Chamber records and information-security policies.

4. Digital Communications & Information Management

- Assist with routine updates to the Chamber website, including the community event calendar, member listings, job postings, tourism information, resource pages, and other approved content.
- Gather, format, proofread, schedule, and distribute approved newsletter, email, and member-communication content as directed.
- Create original content and edit, format, schedule, post, and update approved content for the Chamber's social media platforms, including Facebook and Instagram, in coordination with the Office Manager. Content may include written posts, graphics, photos, and short-form video and must follow the Chamber's Social Media Policy and management direction.
- Maintain approved digital-signage and visitor kiosk content, including posting events, job listings, and announcements to the Chamber website in the correct categories so they display accurately.

- Support annual Visitor Guide production and distribution, including verification of member and directory information, event listings, tourism content, proofreading, fulfillment, and distribution activities as assigned.
- Maintain dining, lodging, recreation, community, and other visitor resource guides or lists as assigned.
- Review and update assigned listings and public-facing information on the Chamber website, Travel Wisconsin, Facebook, Instagram, and other approved platforms for accuracy and timeliness; report needed corrections, outdated content, or issues to the Office Manager or Executive Director.

5. Event & Program Support

- Attend and assist with Chamber events and programs, including but not limited to Business After 5, Ribbon Cuttings, the Chamber Annual Dinner, Trail of Terror, career and job fairs, Small Business Saturday activities, scholarship-related activities, and similar current or future Chamber initiatives.
- Assist with event registration, guest lists, name tags, signage, printed materials, promotional items, goody bags, decorations, and other event materials as assigned.
- Assist with Ribbon Cutting logistics, including invitations or notices, materials, setup, photographs, and follow-up support as directed.
- Provide event-day support, including setup, check-in, information assistance, teardown, cleanup, and other administrative or guest-service functions.
- Distribute event posters, promotional materials, books, visitor information, and member materials throughout the Chamber's service area.
- Help coordinate and communicate with volunteers for Chamber events and programs as directed.
- Travel to events, member businesses, and community locations throughout the Chamber's service area as required.

6. Office & Facility Support

- Help organize and maintain the storeroom, copy room, lobby, conference room, and other common work areas.
- Prepare garbage and recycling and maintain routine front-office and visitor-center cleanliness and organization.
- Clean and reset the conference room after use and ensure it is ready for the next scheduled meeting or event.
- Assist with maintaining office equipment, supplies, displays, and routine facility needs by reporting service or maintenance issues to the Office Manager or Executive Director.

ADDITIONAL DUTIES

In addition to the essential functions above, the Administrative Assistant may be assigned other duties by the Office Manager or Executive Director that are consistent with the role and the Chamber's mission.

NON-ESSENTIAL (MARGINAL) FUNCTIONS

The following duties are incidental to the position and are not essential functions under the ADA. Inability to perform these duties, with or without reasonable accommodation, does not disqualify an otherwise qualified individual.

- Run errands or pick up supplies on an occasional basis when no other staff member is available.
- Install or remove seasonal decorations, including interior or exterior holiday displays, as directed.

PHYSICAL DEMANDS AND WORK ENVIRONMENT (ADA)

The physical demands described are representative of those that must be met to perform the essential functions of this position. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential functions.

- Primarily office-based work, including extended periods of sitting at a desk, using a computer, answering phones, and performing clerical and customer-service tasks.
- Must be able to communicate effectively orally and in writing with members, visitors, guests, staff, vendors, volunteers, and the public.
- Regularly required to read, review, and produce documents, correspondence, forms, and digital content.
- Must be able to operate standard office and visitor-center equipment, including computers, telephones, printers/copiers, scanners, and shredders.
- Must be able to drive to events, member businesses, and community locations throughout the Chamber's service area.
- Required to stand, walk, bend, and reach while assisting at events, setting up and tearing down, maintaining displays, and organizing storage areas.
- May occasionally lift and carry materials weighing up to 25 pounds, such as office supplies, brochures, event materials, boxes, or seasonal decorations.
- May work outdoors at events and member locations in varying weather conditions.
- Periodic evening and weekend work is required for Chamber events, programs, and meetings.

QUALIFICATIONS

Minimum Qualifications

- High school diploma or equivalent.
- Valid driver's license and reliable transportation for travel throughout the Chamber's service area.
- Availability for periodic evening and weekend work for Chamber events, programs, and meetings.

Preferred Qualifications

- Prior experience in an office, front-desk, customer-service, visitor-services, or administrative-support role.
- Experience with data entry, records management, filing systems, cash handling, QuickBooks or other accounting software, or general clerical tasks.
- Prior experience creating, editing, scheduling, and publishing content for multiple social media platforms; experience with email communications, website content management, or digital information systems is also helpful.
- Basic familiarity with website content management systems such as WordPress.
- Experience in a nonprofit, chamber of commerce, tourism organization, membership organization, hospitality setting, or community-facing organization.

Skills and Competencies

- Proficiency with Microsoft 365 / Office applications, including Word, Excel, and Outlook, and familiarity with Google Workspace.
- Working knowledge of social media content creation and editing, including developing original content ideas and creating written posts, graphics, photos, short-form video, and captions for different platforms and audiences.
- Ability to learn and use QuickBooks, membership databases or CRM systems, email-marketing platforms, online event and job-posting tools, digital-signage systems, and other Chamber technology.
- Ability to learn and appropriately use approved digital, automation, and AI-assisted office tools in accordance with Chamber policies and management direction.
- Strong interpersonal, visitor-service, and customer-service skills with a friendly, professional demeanor.
- Good written and verbal communication skills, including attention to spelling, grammar, names, dates, and public-facing details.
- Reliable, detail-oriented, organized, and able to manage multiple tasks and changing priorities.
- Ability to work independently, including staffing the office alone at times, exercise sound judgment within established procedures, and follow through on assignments with minimal supervision.

- Discretion and professionalism when handling member information, organizational records, financial transactions, account credentials, and other confidential or sensitive information.

PERFORMANCE EXPECTATIONS

The Administrative Assistant's performance will be evaluated annually by the Office Manager, with final review and approval by the Executive Director, using the Chamber's standard review process. Performance expectations include but are not limited to:

- Consistent, punctual attendance during scheduled hours.
- Professional, welcoming, and helpful representation of the Chamber in all member, visitor, guest, vendor, volunteer, and public interactions.
- Accurate and timely completion of assigned administrative, database, member-service, digital-content, and clerical tasks.
- Accurate handling and documentation of Chamber Bucks, QuickBooks payment entries, and other assigned transactions in accordance with established procedures.
- Timely maintenance of visitor information, member information, public calendars, listings, displays, and assigned digital content.
- Reliable upkeep and readiness of the front office, visitor-center displays, conference room, and common areas.
- Dependable participation in Chamber events and programs, including evening and weekend assignments.
- Performing work only during approved working hours and accurately recording all time worked.
- Appropriate protection of confidential information, passwords, member data, records, and organizational systems.
- Compliance with all Chamber policies, including the Employee Policy Manual, Social Media Policy, IT & Data Security Policy, records procedures, and applicable cash-handling or financial controls.

EMPLOYMENT CONDITIONS

- **Position Type:** Part-time, hourly, non-exempt.
- **Schedule:** Work hours and schedule are based on business needs and will be discussed during the hiring process. The office is currently open Monday through Friday, and office days and hours may change based on organizational needs. Periodic evening and weekend work is required for Chamber events, programs, and meetings.
- **Working Hours:** All work must be performed during approved working hours. No work, including checking email or social media, is to be done outside approved working hours. All hours worked must be accurately recorded and submitted to the Office Manager for processing. The employee is paid for actual hours worked and for approved paid leave in accordance with the current Employee Policy Manual.
- **Overtime:** Overtime is paid for hours worked over 40 in a workweek in accordance with Wisconsin and federal law. Overtime must be approved in advance by the Executive Director.
- **Travel:** Travel within the Chamber's service area is required for events and member outreach. Use of a personal vehicle and any mileage reimbursement are governed by the current Employee Policy Manual.
- **At-Will Employment:** This position is at-will. Either the Chamber or the employee may end the employment relationship at any time, with or without cause or notice. Only a written agreement signed by the Executive Director can alter at-will status.
- **Compensation:** Hourly wage established by the Executive Director within the Board-approved budget, subject to annual review.
- **Paid Time Off:** Eligibility, accrual, use, and payment of PTO are governed by the current Employee Policy Manual.
- **Background Check:** Employment is contingent upon satisfactory completion of a background check conducted in accordance with Wisconsin law.

EQUAL EMPLOYMENT OPPORTUNITY & ADA STATEMENT

The Black River Area Chamber of Commerce, Inc. is an Equal Opportunity Employer. The Chamber does not discriminate on the basis of race, color, creed or religion, sex, pregnancy or childbirth-related conditions, national origin, ancestry, age, disability, genetic information or genetic testing, honesty testing, marital status, sexual orientation, gender identity or expression, military service or veteran status, arrest or conviction record, use or nonuse of lawful products off the Chamber's premises during nonworking hours, declining to attend a meeting or participate in any communication about religious or political matters, political affiliation or beliefs, or any other characteristic protected by applicable federal, state, or local law, in any term, condition, or privilege of employment.

In accordance with the Americans with Disabilities Act (ADA), 42 U.S.C. § 12101 et seq., and the Wisconsin Fair Employment Act, Wis. Stat. §§ 111.31-111.395, the Chamber will provide reasonable accommodations to qualified applicants and employees with disabilities, unless doing so would impose an undue hardship on the organization. Requests for accommodation should be directed to the Executive Director.

ACKNOWLEDGMENT

By signing below, the employee acknowledges receipt and review of this job description and confirms that they are able to perform the essential functions of this position, with or without reasonable accommodation.

This job description does not constitute a contract of employment. It is intended to describe the general nature and level of work to be performed. The Chamber, through the Executive Director, reserves the right to revise or amend this job description at any time with or without notice.

Employee

_____	_____	_____
Signature	Printed Name	Date

Office Manager (Supervisor)

_____	_____	_____
Signature	Printed Name	Date

Executive Director (Approval)

_____	_____	_____
Signature	Printed Name	Date