

AHLA POSITION DESCRIPTION

POSITION: *Vice President – Membership Engagement and Services*

REPORTS TO: COO & EVP

The Vice President will play a critical role in driving AHLA's membership and revenue growth. The Vice President will create and implement membership engagement strategies and build and lead a membership sales team.

KEY RESPONSIBILITIES:

- Design and deliver key initiatives to continuously reinforce and strengthen AHLA's value proposition(s) for its multiple membership categories that translates to strong member engagement, overall satisfaction and retention.
- Build and lead a "best-in-class" membership sales and relationship management team to drive strong new acquisition and renewals for AHLA across all membership segments including hotel brands, ownership and management companies, state and local lodging associations, and independent hotels.
- Lead AHLA's membership relations engagement with its strategic relationships with Partner State Associations, working in close cooperation with Government Affairs. Deliver on new membership model/structure and identify new mutually attractive opportunities to collaborate that drive joint value, membership expansion and revenue growth.
- Identify, test and evaluate new membership engagement approaches and channels (e.g. online, social media platforms etc.) to ensure AHLA drives broad and active involvement/participation in the association's various committee and councils and alignment on key industry issues.
- Oversee the annual dues collection process working in close concert with brand companies, owners and management companies to communicate the value of AHLA membership. Lead cross functional internal team with representation from Government Affairs, Communications etc. to drive this annual process.
- Collaborate closely with key internal peers in Government Affairs and Communications/Marketing to developing strong relationships with lodging brands and state associations.

IDEAL EXPERIENCE:

A Bachelors Degree and 8+ years of progressively responsible business development and membership engagement experience, or equivalent combination of education and experience is required. The Vice President will bring a comprehensive skill set in membership relations, strategic partnerships and business development, including strategy development, value proposition positioning, sales leadership, innovation, and

financial management. The ideal candidate will also bring a strong “commercial mindset” and be well-versed in travel and hospitality industries and competitive dynamics/structure. He/she would be exceptional at managing and motivating sales and relationship management teams and in establishing effective relationships with all levels at both AHLA and with member / partner executive management.

CRITICAL CAPABILITIES:

- Strategic Thinking
- Influencing Others
- Executing Effectively
- Strong Achievement Orientation

OTHER PERSONAL CHARACTERISTICS:

- Executive presence.
- Has a strong client focus.
- Has the highest level of integrity.
- Is flexible and resilient.
- Establishes credibility.
- Focuses on innovation, creativity and quality.
- Maintains a sense of humor.

To apply, please send cover letter, resume and reference list to careers@ahla.com with **VP, Member Engagement and Services** in the subject line.