



Director, Impact (AHLAF)

Position summary:

Will be responsible for increasing the visibility for the American Hotel & Lodging Foundation (AHLAF) by articulating the impact the Foundation has in supporting and strengthening the hotel industry through its workforce. This role involves capturing the heart and soul of hospitality and telling that story to various stakeholders: donors, industry, suppliers and partners, media and other stakeholders. This position will also oversee all communications channels (web + social), manage marketing collateral, develop messaging that resonates with current and future donors and funders and ensure AHLAF increases our visibility and relevance by working with our internal team to elevate AHLAF programs and expand our reach.

Responsibilities:

- Work closely with the Donor Relations and Development VP, career development team and VP of Advancement to develop an overall strategy that will enhance AHLAF to underscore the ongoing impact the Foundation has on the hotel and lodging association and its people.
- Develop strategic communication collateral and messaging to further the Foundation's mission and objectives. To be used for internal, member or external constituents.
- Manage and maintain AHLAF's website and social media channels to ensure information is accurate, current, and to further grow network of followers.
- Lead efforts around the No Room for Trafficking campaign working across AHLA and the Foundation to raise awareness about training and prevention across the industry.
- Support program development and team members.
- Increase visibility for AHLAF and its programs.
- Develop a press strategy and create appropriate materials.
- Draft speeches or presentations for leadership team or Board of Trustees.
- Oversee and manage external PR consultants and other vendors.
- Other duties as assigned.

Education and Experience:

- College degree in related field;
- Minimum of five years direct experience in Marketing, Public Relations or related fields;
- Experience working in the PR agency and/or Media Relations industry preferred.

Skills and Attributes:

- Excellent oral and written communication skills; team player with a high level of professionalism, self-motivation, and positive attitude.
- Detail oriented individual with exceptional organizational and time management skills with the ability to multi-task and prioritize work assignments.
- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Excellent interpersonal communication skills.

- Demonstrated ability to effectively and comfortably interact with individuals with diverse backgrounds such as press, leaders and employees within the industry.
- Strong project management skills.
- Ability to effectively and efficiently execute strategy.

Other:

- Domestic travel required.
- Position based in Washington, D.C.

AHLA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

EOE