

Sr. Director, Event Partnerships

Position Title: Senior Director, Event Partnerships

Reports to: Vice President, Conferences & Events

Position Summary:

The Senior Director of Event Partnerships will lead responsibilities for AHLA's involvement in The Hospitality Show (THS) and other partnership-based conference and events. In this role, you will help define our event strategy and own scaled planning and execution of select programs to inspire memorable experiences for the AHLA constituents. You will manage the end-to-end events program and create experiences that exceed our audiences' expectations and connect with our community.

Responsibilities:

- Manage relationship with Questex, AHLA's partner on The Hospitality Show
- Serve as lead organization contact and manage AHLA's responsibilities for The Hospitality Show including (but not limited to):
 - Advisory board administration and correspondence
 - Educational program development and execution
 - Industry engagement initiatives
 - AHLA proprietary meetings & events alongside THS: execute event logistics to include function specifications, food and beverage and audio-visual arrangements, and experience elements
 - Vendor selection, contract negotiation, and relationship management as needed
 - RFP, site research and contracting as needed
 - Travel to event and associated planning meetings/site visits
- Responsible for all aspects of ongoing event priorities, including creating event concepts and strategies that deliver against stated objectives, establishing timelines, managing budget, tracking and reporting, maintaining strong internal and internal and external relationships
- Serve as the lead for events team on AHLA functions at key industry including:
 - Space selection/contracting
 - Liaison with internal team members on corresponding events/functions
 - Event logistics and execution (includes onsite event administration)
 - Program development/support as needed
- Manage master timelines and mapping out potential growth opportunities, presenting them to the leadership team
- Other special projects and duties as assigned

Education and Experience:

- Bachelor's degree
- Tradeshow experience preferred
- 7 – 10 years demonstrated track record of strategic events management,
- Certified Meeting Professional (CMP) certification preferred

Skills and Attributes:

- Self-motivated individual who is also a team player with a high level of professionalism and emotional intelligence
- Excellent oral and written communication skills; ability to write and edit clear, engaging, and relevant content; willingness to be coached
- Ability to thrive in a fast-paced environment
- Detail-oriented individual with exceptional organizational and time management skills
- Customer-service focused with a positive attitude; maintains grace under pressure
- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook); and Salesforce preferred

Other:

- Position located in Washington, DC area.
- Ability to travel.
- Ability to lift 35 pounds.
- Hybrid - 3 days in office (Mon-Wed. or Tue-Thurs.).

Interested applicants can apply by sending their cover letter and resume to hr@ahla.com.

AHLA is an equal opportunity employer. We encourage you to apply even if your experience is not a 100% match with the position. We are looking for someone with relevant skills and experience, not a checklist that exactly matches the job description. We want to help you grow and in return, you help us grow into a stronger, more inclusive organization. We celebrate diversity and are committed to creating an inclusive environment for all employees.

EOE