

Reports to: MLA Board of Directors

Direct Reports: All Contracted Service Representatives

Position Classification: Full-Time, Exempt

Salary Range: TBA

Key Responsibilities

BOARD AND COMMITTEE SERVICES OVERSIGHT

- Serve as an Ex-Officio, with vote, member of the Board of Directors and Executive Committee, participating in all meetings to provide resources and analysis as needed
- Advise and support the **Chair and Board of Directors** in governing the association, ensuring they are kept up to date on critical actions/developments impacting the MLA, recommending agendas, preparing meeting materials, and providing drafts of Meeting Minutes for approval
- Work closely with the **Chair and Executive Committee**, advising and preparing them with agendas, communications, draft Meeting Minutes, and materials needed for meetings as well as updating them on issues in-between meetings
- Serve as the **internal liaison** between the Chair, Executive Committee, and Board of Directors and the office staff/contracted service providers
- Advise and support **Committee and Task Force Chairs**, assisting with agenda drafts, meeting preparations, and general oversight to assist them in accomplishing their assignments
- Participate in the development and updates of a **MLA Strategic Plan**, providing the Strategic Plan Committee with recommendations for contracted facilitation, data, materials, and analysis needed
- Conduct a **Board Orientation** annually, or as appropriate for new Board Members to enable them to engage more readily
- Perform additional duties and tasks as may be **assigned by the Chair or Board of Directors**

ADMINISTRATION/OPERATIONS OVERSIGHT

- Oversee and manage **all MLA staff/contracted service providers** in pursuit of the growth and success of the association, in keeping with the Strategic Plan. This includes determining staff and contracted service providers structure relating to the MLA, and the responsibility for hiring, disciplining, termination, when necessary, compensation within budget for staff and retaining and oversight of contracted service providers within budget.
- Oversee and manage **all association resources**, in keeping with By-Laws, the annual Budget, and applicable commonwealth and federal laws
- Execute **all contracts and agreements** of the association, in compliance with applicable laws and Board directives

Position Description: President & CEO

Massachusetts Lodging Association

- Oversee and review **financial reports and required filings** to ensure they are accomplished in a timely manner, in coordination with the contracted accounting firm
- Assign and ensure **action items for the Strategic Plan** are accomplished as outlined
- Evaluate and propose new ideas for **Non-Dues Revenue** to assist in providing increased funding for services and operations
- Ensure all actions of the association comply with **MLA By-Laws** and policies

GOVERNMENT AFFAIRS OVERSIGHT

- Work with **MLA Government Affairs Committee** and the Contract Lobbyist to establish a prioritization of issues impacting the lodging industry in Massachusetts
- Oversee and regularly communicate with the **Contract Lobbyist** to ensure active engagement in priority issues occurs, and stay informed on the progress of each
- Work with the Contract Lobbyist, and the contracted writer to **draft legislative updates** to members to keep them informed in a timely manner on legislative/regulatory issues of interest to the lodging industry
- In coordination with the Contract Lobbyist, establish and maintain positive **relationships with key Administration and Agency officials, Commonwealth legislative leaders, and Congressional representatives**, engaging in **key issue meetings**, drafting and delivering **testimony** on MLA's behalf, attending key **strategic fundraisers**, participating in and establishing key **Coalitions**, etc.
- Address **member and external inquiries** relating to government affairs topics
- Assist with planning and development of successful **PAC Fundraising** to generate increased funding for supporting candidates helpful to the lodging industry. With the Contract Lobbyist, strategically determine and distribute campaign donations from the MLA PAC

COMMUNICATIONS OVERSIGHT

- Author relevant and timely **individual and group communications** to various audiences using print, email, text, electronic and social media vehicles to successfully generate valued outcomes
- Ensure members receive timely and accurate information on relevant issues and developments through **MLA publications**, utilizing contracted service providers as needed
- Provide an opportunity for members to engage with input on the MLA through a selected survey vehicle. Report on the input received to the Board of Directors with suggestions for improvement
- Oversee the contracting of a **Public Relations Consultant** when needed to address controversial actions or issues for the association
- Address member and other **inquiries for industry information**, utilizing Legal Counsel when needed

MEMBER SERVICES OVERSIGHT

- Regularly evaluate **current member services**, propose and develop **new relevant services** for members to ensure value in recruiting and retaining membership
- Oversee the development and delivery of successful **educational offerings, the Annual Meeting, and the Annual Conference**
- Oversee the successful Recruitment and Retention of members, utilizing an accurate database kept current, the development of strong membership marketing materials, developing and adhering to a **Membership Recruitment & Retention Plan** with goals, and contracting member recruitment services to grow membership

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Massachusetts Lodging Association

EXTERNAL RELATIONS

- Serve as the **primary spokesperson** for the association, keeping the Chair informed on key issues addressed
- Make **presentations** to local industry groups and other beneficial organizations to represent and advance the views and issues of the MLA
- Maintain **positive working relationships** with other state and national hospitality associations, commonwealth tourism leaders, pertinent regulatory officials, and relevant media. Lead or participate in **coalitions** of benefit to the MLA, participate in relevant meetings and conferences to maximize tourism relationships

EDUCATION FOUNDATION OVERSIGHT

- Advise and support the **Board of Directors of the MLA Education Foundation**, including oversight of financial reports, budgeting, filings, in coordination with the contracted accounting firm
- Assist with the planning and implementation of **fundraising events**, using contracted service providers as needed
- Assist in the development of the **Foundation's Strategic Plan**, retaining facilitation if needed, to ensure the future direction has unified support of the Board

Qualifications

- **Bachelor's degree** from a four-year college or university. Additional degrees or certifications a plus, especially Certified Association Executive (CAE)
- Minimum of **five years' experience in an executive position**, preferably in a non-profit organization or the hospitality industry
- Strong **decision-making and organizational skills**, with the ability to successfully work in a democratic decision structure, reporting to a Board of Directors, and strategically adjusting to annual elected leadership changes
- Highly effective in **professional verbal and written communications**, including public speaking to a variety of audiences, utilizing appropriate discretion and confidentiality
- Experience and savvy in **working with government officials**, the commonwealth administration and legislature, and members of Congress on public policy issues. Ability to demonstrate successes on lobbying issues
- Possess successful **negotiation, consensus-building, and conflict resolution skills**
- Possess the strategic ability to identify, develop, and maintain positive **critical relationships benefitting the organization**
- Proven **creative and strategic thinking** with the ability to translate this to deliver improvement outcomes that align with an approved Strategic Plan
- **Self-motivated leader** with expertise in supervising and motivating staff or contracted service providers, as well as supporting volunteer leaders in accomplishing set goals and priorities
- Skilled at **financial management and budget development and oversight**, including the ability to maximize revenue sources and to stay within budget perimeters
- A proven leader in recent positions, demonstrating **ethical decision-making** and earning the respect of industry leaders, peers, and subordinates
- Has the ability to demonstrate and maintain a **dedicated passion for the industry** served, putting the goals and needs of the organization over personal gain or recognition
- Knowledgeable and adherence to the **principles and laws** pertaining to association management, governmental affairs, and the hospitality industry

Position Description: President & CEO

Massachusetts Lodging Association

- Experience with **Microsoft Office products** and zoom or Microsoft Teams **communication platforms**
- Ability to **travel and participate** as needed at meetings and events, including preparing and transporting related materials

Approved By:

Date: