NEW MEXICO HOSPITALITY ASSOCIATION

JOB DESCRIPTION

CHIEF EXECUTIVE OFFICER

The New Mexico Hospitality Association is a nonprofit, 501c(6) membership organization that represents all sectors of the state's hospitality and tourism industry, one of the state's largest private industries. According to the New Mexico Tourism Department, more than 90,000 people work in the hospitality industry statewide, and visitors generate over $8.8 billion in spending, including $2.8 billion in lodging.

RESPONSIBILITIES

Under the general direction of the Board Chair and Executive Committee of the Association, the NMHA's Chief Executive Officer – or an association management company or similar contracted provider fulfilling the CEO function – is responsible for the oversight and general management of the Association's day-to-day activities, operations and services. The CEO's specific duties and responsibilities include, but are not limited to, the following:

<u>Strategic & Financial Leadership</u>

- Provide direction and leadership to the formulation and achievement of the Association's philosophy, mission, and annual goals and objectives.
- Work with the Board of Directors and Executive Committee to develop and implement policies, procedures and strategic plans.
- Lead proactive efforts to strengthen the Association's reach and impact.
- Oversee the Association's administrative, financial and program operations.
- Ensure the Association's financial stability.
- Prepare and, following Board approval, administer the Association's annual budget.

- Prepare and report monthly financials with assistance from a contracted bookkeeper. Ensure adherence to financial standards and requirements.
- Lead efforts to grow the Association's dues revenue by increasing the membership base and retaining current members.
- Drive non-dues revenue by securing event sponsorships, growing membership, and increasing event registrations.
- Manage invoicing and ensure timely collection of all accounts receivable, maintaining accurate financial records.

Operational Management

- Provide strategic and administrative leadership for the Association's day-to-day operations, ensuring efficient, effective and mission-aligned organizational performance.
- Oversee all personnel matters (design of staff organizational structure, hiring and firing responsibilities, etc.). *Note: At the current time, the CEO is the sole employee.*
- Oversee relationships with contractors.
- Maintain regular communication with members and industry stakeholders by managing the Association's website, e-newsletters, social media accounts and other communication channels.
- Oversee the association management system (member database), ensuring accurate membership records, timely renewals, and efficient event registration processes.
- Manage logistics, marketing and execution of all NMHA events, including the NMHA TRENDS Conference, the New Mexico Governor's Conference on Travel and Tourism, and the NMHA TopHAT Awards.

External Relations and Advocacy

- Oversee the Association's advocacy efforts, working in collaboration with a lobbyist and the Board of Directors.
- Keep informed of trends, issues, events and developments within the hospitality Industry and associated industries.
- Negotiate and ensure compliance with the Association's contracts, with oversight and approval from the Board Chair and Executive Committee.

- Establish and maintain relationships with in-state chambers of commerce, relevant trade associations, destination marketing organizations and local or regional hospitality and lodging associations, as well as with national groups such as the American Hotel and Lodging Association and the Asian American Hotel Owners Association.

Board Relations

- Serve as the primary liaison to the Board of Directors and the Executive Committee.
- Schedule and prepare materials for meetings of the Board of Directors, Executive Committee, Government Affairs Committee and other groups as necessary to accomplish the Association's mission.
- Ensure compliance with bylaws, policies and nonprofit governance best practices.

QUALIFICATIONS AND EXPERIENCE

The individual in the CEO role, or the association management company or professional service provider that fulfills CEO responsibilities for the Association, should possess the following competencies, experience and expertise:

- A history of proven leadership experience in increasingly responsible roles.
- Demonstrated knowledge and experience in the management of nonprofit associations, including compliance with state and federal regulations.
- Preferred experience in the hospitality, travel, tourism and lodging industries, with the ability to apply industry knowledge to guide advocacy, strategic decisions, and member support.
- Proven experience collaborating with and supporting a Board of Directors.
- Strong proficiency in budget development, financial forecasting and reporting.
- Experience in planning, producing and managing large-scale events.
- Familiarity with membership database systems and related technology.
- Experience in developing and leading advocacy campaigns at the state or local level.
- Exceptional written and verbal communication skills.
- Highly organized, detail-oriented, and able to manage multiple priorities efficiently.