



The Leading Trade Association for Independent Lodging Professionals

ALP Chief Executive Officer Job Posting

The Association of Lodging Professionals (ALP) is seeking candidates to fill the position of CEO, effective immediately.

What is ALP?

The Association of Lodging Professionals is a 501(c)(6) non-profit association for independent lodging professionals and individuals, organizations, and companies engaged in doing business within and for the lodging industry. ALP focuses on professional development, advocacy efforts addressing the independent lodging community and providing resources to help members' businesses flourish. The members represent a collaborative community working together on solving the challenges that independent lodging professionals face in a changing travel landscape.

ALP Mission:

To champion current and aspiring professionals within the independent lodging community and to help them become highly successful by providing essential education, advocacy, networking, and professional development.

ALP Vision:

To ensure a robust independent lodging community by serving as a resource for essential industry education, as an influential industry advocate, and as a facilitator of strong industry alliances.

The CEO Position

The CEO is the leader of ALP and is responsible for the success of the association as determined by the Board of Directors. The CEO hires, directs, develops, manages and is accountable for the staff, has overall authority and accountability for the financial well-being of ALP, is responsible for executing the vision and strategic direction of the association, and has the ultimate responsibility for membership growth, member satisfaction, and ALP's future sustainability. The CEO reports directly to the Chairperson of the Board of Directors.

Skills, Qualifications, Experience

- A charismatic personality with strong leadership and organizational skills
- Preferably at least 3 years of previous CEO or 5 years of executive level association experience or equivalent
- Managed employees
- An accomplished public speaker

Requirements

- Position requires travel for conferences and meetings approximately 10% of the time.
- CEO and all employees work remotely
- Occasional weekends, primarily for meetings and/or conferences

Remuneration

The CEO will receive a yearly salary commensurate with experience.

For questions or to apply please send your resume and letter of application to:
boardchair@alplodging.org

ALP Chief Executive Officer Job Description

Job Purpose: The Leader of the Association for Lodging Professionals (ALP) organization is a results oriented executive, whose mission is to champion current and aspiring independent lodging professionals and help them become highly successful by providing essential education, advocacy, networking, and professional development.

Reports to: The Chairperson of the ALP Board of Directors

Role of the ALP CEO:

- **Leader of the Association:** The ALP is a 501(c)(6) non-profit association. The CEO is the public face of the Association to our members and for representing and promoting the Association externally. The CEO leads the promotion of the Association's brand, developing and implementing plans to enhance the value of the Association for our members and prospective members.
- **Strategic Vision & Implementation.** Work with the Board of Directors, staff and membership to create, maintain and implement the Strategic Plan of the association and meet the associated annual objectives agreed with the Board.
- **Annual Scope of Work.** Develop and implement the Association's annual scope of work that supports the annual, operational, and strategic goals.
- **Create Value for Current Members:** Engage and retain current association members through programs and services that enhance their businesses. Research and implement opportunities and new ideas/developments that serve members' needs. Identify and

facilitate communication and education for members on new and innovative technology or trends important to them. Ensure effective communication on a regular basis with membership through newsletters etc.

- **Build Membership:** Leading the team to carry out marketing research to better identify new member target markets, audiences, and needs. Utilize research findings to generate leads and maintain consistent reach, awareness, and opportunities for growth in each market to drive association interests and increased revenues. Membership growth is critical for the future viability and effectiveness of the Association and the CEO will be responsible for taking leadership to achieve membership growth objectives agreed with the Board.
- **Advocacy:** Lead the Association's activities regarding advocacy on issues impacting the industry; includes legislative and market advocacy on the national level, and assist associations on the state and local levels.
- **Hospitality Relations:** Position the Association as a leader with other hospitality business organizations. Identify new partners and create new added value services as is fitting with the strategic plan. Create alliances with other hospitality associations.

Role of the ALP Fund CEO

- Serves as CEO of ALP Fund, a 501(c)(3) organization providing grants for educational opportunities in the independent lodging industry.
- Assists Fund Board with financial reporting, processing donations, and document organization.
- The duties of this role normally require only a few hours per month.

Management of the Association:

- **Staff Leadership:** Lead, manage and develop the Association's staff members. Set performance goals consistent with annual scope of work and strategic objectives. Provide performance feedback to staff ongoing and formally on an annual basis. Create a culture with the staff that facilitates the highest level of performance, accountability, and customer service for delivering value to its membership and to grow membership.
- **Finances:** Oversee the finances and internal controls of the organization and manage the annual budget. Ensure that the budget and annual scope of work are aligned. Report monthly to the Board on any significant actual or anticipated deviations from the agreed budget. Liaise with ALP's corporate counsel, banking, auditing, and other consulting firms. Ensure compliance with federal and state law and all reporting requirements, including all necessary tax filings.
- **Board of Directors Relations:** Support the Board by providing them with the reports and information to make strategic decisions.
- **Committee Relations:** Responsible for overseeing the committee and volunteer involvement structure, taking leadership as needed to ensure objectives are clearly stated, support is provided to assist the committees where needed, and monthly reports are provided to the Board.
- **Administration:** Ensure all administrative duties are managed appropriately by the team.

- Other related duties as assigned by the Chairperson of the Board.

Skills, Qualifications, Experience:

- Preference for at least 3 years of previous CEO or 5 years of executive level association experience or equivalent.
- Has led cross functional teams
- The ability to motivate staff to attain association goals and meet the needs of members
- Demonstrated success building teams and committees and driving results that positively impact the membership
- Exceeded membership or revenue goals in past positions
- A charismatic personality with strong leadership and organizational skills
- Has proven to have the ability to create, implement and meet a yearly membership and revenue growth plan
- Has the ability to excite an audience and the membership through public speaking and engagement
- Possesses strong interpersonal skills to handle conflict and solve problems expeditiously
- Can build value added partnerships with third parties including allied partners
- Has shown ability to be a strong advocate for a brand
- Needs to be able to function effectively in a 100% remote working environment
- Ability to travel to conferences, trade shows, and twice annual face-to-face Board meetings.
- Has a good understanding of Quickbooks, managing association finances and the required financial tasks.
- Is adept at working with MicroSoft Word, Excel, PowerPoint, Google suites, etc.
- Secure and business appropriate home workspace, with document storage space.