

Job Description: Humboldt Lodging Alliance Executive Director

The Executive Director (ED) is an independent contractor hired to provide management and leadership of the Humboldt Lodging Alliance (HLA). The ED is responsible for overseeing the administration, programs, and strategic plan of the organization. Other key duties include managing marketing initiatives for HLA, and assisting regional HLA groups in marketing, events, and promotions. The position reports directly to the Executive Committee.

Qualifications:

- Strong organizational abilities include planning, delegating, program development, and task facilitation.
- Ability to convey a vision of HLA's strategic future to the board, and community organizations.
- Strong written and oral communication skills
- Ability to interface and engage in diverse groups.
- Ability to oversee and collaborate with staff.
- Strong public speaking ability
- Ability to create events throughout the county of Humboldt
- Strong ability to work with elected and governmental staff, for example Board of Supervisors, City Councils, and upper management of those entities.
- Strong ability to read and understand financial statements and explain variances from actual financials to budgets for Executive Committee and Board Meetings
- Understanding of California Brown Act and sees that all meetings and noticed and managed in accordance with the same.

General Responsibilities:

1. **Board Governance:** Works with the board to fulfill the organization's mission.

- Responsible for leading HLA in a manner that supports and guides the organization's mission as defined by the Board of Directors.
- Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.

2. **Job Duties:**

- Works with the Executive Committee/Board of Directors to prepare and execute a yearly budget and timely financial reports as agreed upon by the Committee/Board.
- Responsible for fiscal management that anticipates operating within an approved budget.
- Responsible for the hiring of qualified support staff, and/or other independent contractors.
- Responsible for implementation of HLA programs that conduct the organization's mission.
- Ability to work with all county areas in creating and implementing events.
- Facilitates the planning and organization of Executive Committee and Board meetings including taking and distributing minutes.
- Advises the President on Brown Act procedures and sees that he/she is following the same.
- Works closely with Cunningham Malone & Morton accounting firm on seeing that financial statements are produced in a timely and accurate fashion.
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- Responsible for the enhancement of the HLA's image by being active and visible in the community and by working closely with other Humboldt County professional, civic and private organizations.
- Works closely with any outside Marketing Company who has contracted with HLA to provide marketing services.
- Accepts Community Tourism Project Applications for funding and preparing those with the Executive Committee and Board Meeting Packets. Schedules for presenters for these applications allowing only 15 minutes per application and only two per monthly meeting.

Accepted by Executive Director _____

HLA President _____

Date _____