



HEDNA Headquarters
1000 Westgate Drive
Suite 252
St. Paul, MN 55114
USA
T +1 651 290 6291
www.hedna.org

HEDNA Executive Director

The Executive Director is the key management leader of HEDNA and is responsible for overseeing the administration, programs, profitability and strategic planning of the organization including driving membership growth, actively engaging in fundraising and growing industry partnerships.

The position is part time (20-30 hours per week) and reports directly to the Board of Directors (Board) and works in tandem with the Association Management Company (AMC).

GENERAL RESPONSIBILITIES:

1) Organization Mission and Strategy: Works with the Board and AMC staff to ensure that the mission is fulfilled through programs, strategic planning and community outreach.

- Responsible for implementation of HEDNA's programs that carry out the organization's mission.
- Responsible for strategic planning to ensure that HEDNA can successfully fulfill its mission into the future.
- Responsible for the enhancement of HEDNA's image by being active and visible in the hospitality and travel community and by working closely with other professional, standards, civic and private organizations.

2) Board Governance: Works with Board to fulfill the mission of the organization.

- Responsible for leading HEDNA in a manner that supports and guides the organization's mission as defined by the Board of Directors.



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- 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.

3) Financial Health: Develops resources sufficient to ensure the financial health of the organization.

- Responsible for securing sponsorship opportunities and developing other resources necessary to support HEDNA's mission.
- Responsible for growing HEDNA membership.
- Key contributor to revenue generation that ensures financial viability of the organization

Professional Qualifications:

- Proven experience in in hospitality distribution management. Distribution technology background preferred but not required.
- Transparent and high integrity leadership
- Five or more years senior nonprofit management experience desired including a previous role as a board member.
- Strong organizational and project management abilities including planning, delegating, program development and task facilitation
- Results driven focus with demonstrated track record of success
- Ability to convey a vision of HEDNA's strategic future to staff, board, volunteers and sponsors
- Knowledge of fundraising strategies and sponsor relations unique to nonprofit sector
- Skills to collaborate with and motivate board members and other volunteers
- Strong written and oral communication skills
- Ability to interface and engage diverse volunteer and sponsor groups
- Demonstrated ability to oversee and collaborate with staff



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- Strong public speaking ability

Job Responsibilities:

- Ensure adherence to all antitrust laws and HEDNA code of conduct.
- Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising and to increase the overall visibility of HEDNA.
- Advise president on management and Board matters.
- Assist the Board with the development of the annual strategic plan.
- Orchestration and measurement of revenue generating activities and deliverables
- Maintain the discipline of reviewing actions against the association's strategic plan to ensure HEDNA is on target and is achieving its goals.
- Participate in Board discussions, add historical, legal, logistical and association best practice perspectives.
- Review all agreements for HEDNA interests and engage with legal as appropriate.
- Identify any new member services for HEDNA and develop opportunities and new revenue sources when available.
- Represent HEDNA before media, industry groups and other key third parties delivering updates on HEDNA initiatives as approved by the Executive Committee.
- Engage with partner organizations on issues of mutual interest (e.g. HTNG, HSMAI, HFTP, OpenTravel, HTSIC, AH&LA, etc...) and maintain points of contact at each organization to strategically enhance HEDNA's Mission.
- Hold AMC staff accountable on timelines and deliverables to ensure adherence to KPIs and agreed upon actions
- Ability to travel 25%-33% domestically and internationally including extended stay visits.
- Other duties as assigned by the Board of Directors.