



POSITION DESCRIPTION
Business Events Strategist

Hospitality Minnesota is the voice of hospitality in Minnesota.

Hospitality Minnesota is a coalition of three hospitality associations, representing 2,000 businesses across the state:

- Minnesota Restaurant Association (MRA)
- Minnesota Lodging Association (MLA)
- Minnesota Resort & Campground Association (MRCA)

Each association has its own mission, brand identity, events, member benefits, budget and board of directors, but enjoys commonality of staff and office space. The organization currently produces a number of shared and association-specific events including:

- ServSafe food manager certification
- The Minnesota Hospitality Conference & Expo
- After Hours and Peer-to-Peer Mixers
- Annual conferences and awards ceremonies

Hospitality Minnesota has been in existence since 1958, and is guided by its own Board of Directors, made up of representatives from each of the three associations as reflected by their ownership of Hospitality Minnesota: 50% MRA, 25% MLA and 25% MRCA. For more information, visit <https://www.hospitalitymn.org/>

As Hospitality Minnesota positions for growth in size and impact, unparalleled membership engagement is a core goal. We are currently looking for a Business Events Strategist to lead our events and programs work. The successful candidate will bring a strong strategic mind set, exceptional organizing skills and an interest in developing new forms of member engagement through an innovative range of events and programs.

POSITION SUMMARY: In consultation with leadership, the Business Events Strategist is responsible for executing Hospitality Minnesota's events strategy—those hosted by the organization and those done in partnership with other entities. They will be expected to create highly-valued and relevant "can't miss" experiences for association members and allied partners. This full-time, salaried position plays a key role in planning, publicizing, executing and evaluating events, including managing contractors and interns.

Principal Accountabilities

Event Strategy, Planning and Execution (85%):

1. Work with leadership, staff colleagues, volunteers and partners to define the guiding framework for events; identify specific goals and objectives; and, develop benchmarks for success for both the plan and individual events.
2. Develop the annual operational plan, including budgeting, revenue goals, sponsorship, staffing and marketing. Prepare and present quarterly progress and annual capstone reports.
3. Provide counsel and execution capacity on event theme, content, messaging and presentations. Support presenters as required by the specific event.
4. Identify and secure host sites, negotiate costs, and review contracts.

5. Manage logistical aspects—registration, set-up, use of technology, catering, and guest experience—whether directly or through project supervision of contractors, interns, colleagues or volunteers. Review and resolve all invoices, conduct appropriate follow-up with attendees and presenters, and submit final summary evaluation of the event, including a profit/loss statement. In addition to a variety of smaller events, the organization produces the Hospitality Minnesota Conference+EXPO each year, which is coordinated by the Business Events Strategist.
6. Recruit, train and manage event-related volunteers.
7. Ensure high standards for member experience and service.
8. Cultivate and manage sponsor relationships, and coordinate, solicit and track sponsorships and donations for appropriate events.
9. Guide the development of event materials such as handouts, agendas, printed programs, PowerPoint presentations and signage. Integrate technology platforms and apps to enhance event engagement.
10. As required, serve as the on-site contact for event and oversee set-up and registration.
11. Guide and staff individual event committees and the Events Task Force, and work with association representatives to develop focus for the year.

Communications (15% time):

1. Participate in production of member/industry communications, including writing, editing, proofreading, formatting and distributing a variety of print and electronic materials, including member updates, event promotions, award speeches, event scripts and media releases.
2. Participate in member web site utilization and maintenance, especially as it relates to events information, registration and content. Post content using tools such as WebLink (web platform and CMS), Constant Contact and social media platforms.
3. Serve, as needed, as liaison to board committees and workgroups.
4. Other duties as assigned.

Essential Qualifications

- Commitment to hospitality as a value.
- Ability to think creatively about bringing people together.
- Delivering exceptional member service.
- Bachelor's degree, preferred, but not required.
- Minimum of 5 years of experience in events planning and management
--or-- any equivalent combination of education and/or experience.
- Experience recruiting, training and managing event volunteers preferred.
- Experience in the hospitality industry is advantageous.
- Desire to work in a dynamic organization focused on growth in size and impact.
- Acts as a self-organizer with strong attention to details.
- Adept at managing multiple projects concurrently.
- Likes people and wants to own work they love.

Compensation Benefits

- Full-time salaried position.
- Competitive benefits package.
- Professional development opportunities.
- Paid vacation and sick leave.
- Paid holidays and summer hours.

Send cover letter and resume in one PDF document to:

Ann Kirby McGill
ann@hospitalitymn.com

Resume review will begin on Monday, April 8, and we will accept applications through Friday, April 12.



Core Competencies

Candidates will be assessed, in part, on their demonstration of the following core competencies. While it is not expected that the successful candidate will have deep experience in each area, they should expect that these will be a foundational part of the performance review and professional development processes.

Achievement and Results Orientation

Demonstrate the skill to conceive of and execute work based on sound reasoning, clear planning, decisive action and relevant and achievable metrics.

Adaptable to Change

Exhibit adaptability and flexibility in the face of the dynamical needs of the industry; take clear stands for what needs to remain; negotiate new responses where they are necessary; and remain open to continuous learning.

Innovation and Initiative

Possess a strategic, future-forward orientation that relies on a clear understanding of the needs of membership and applies creative and analytical thinking to launching new models of engagement and solving problems.

Uncommon Member Service

Build authentic relationships in order to serve, with uncompromised standards, those in the business of serving others.

Teamwork/Cooperation

Act in ways that strengthen the sense of collaboration, listening on behalf of the other areas of interest for the organization and contributing key business intelligence to decision-making processes.

Exceptional Oral and Written Communication

Convey information clearly and distinctively, in alignment with organizational brand standards.

Integration and Use of Technology

Remain proficient in the technologies most relevant to area of responsibility and integrate them in ways that are supportive to our members.

Organizational Knowledge and Leadership

Build and maintain expertise in the industry and relevant work management practices and demonstrate leadership on behalf of the organization in the wider marketplace.