



The Illinois Hotel and Lodging Association (IHLA) is a not-for-profit trade association that represents the lodging industry in Illinois. IHLA members consist of over 500 hotels and their employees throughout the state as well as related industry partners and suppliers. We advocate the industry's position on political, legislative and regulatory issues that have the potential to impact the success of Illinois hotels. Additionally, IHLA educates its members through quality, relevant seminars and webinars.

Regional Director of Membership Central Illinois Job Description

Position Summary:

IHLA seeks a Regional Director of Membership to recruit and retain members of the Association, including hotels, vendors and partners, throughout the state. He/she will serve as the primary point of contact for IHLA members and will be responsible for selling memberships as well as sponsorships for various events throughout the year. This sales position is focused on growing IHLA's involvement in targeted growth areas outside of the city of Chicago. The successful candidate will also demonstrate an ability to educate current members on how to best leverage and utilize their IHLA membership in order to achieve a high retainment rate.

Note: This is a remote position based in a key IHLA market, other than Chicago, such as Springfield, Bloomington/Normal, Peoria, Champaign, etc. The successful candidate will be expected to work from home when not traveling throughout Illinois.

Duties and Responsibilities:

- Serve as a primary point of contact for existing and prospective IHLA members and sponsors
- Grow IHLA's member engagement in key regions of the state and identify new opportunities to involve hotels outside of the Chicago market
- Recruit new hotels and Allied members into IHLA membership and retain existing members
- Develop a robust pipeline to sell new Strategic Partners into IHLA membership
- Sell sponsorships for IHLA events including bimonthly General Managers breakfasts, Board of Directors meetings, gala, golf outing, membership luncheons, etc.
- Manage the promotion of Strategic Partners and sponsors at events and facilitate networking with hotel GMs
- Sell newsletter and website advertising to IHLA members. Facilitate the promotion of sponsors, as well as new members, in monthly newsletter
- Attend regular IHLA events to network with members and assist other team members with logistics

- Assist with updating IHLA's member database with current contact information for current and prospective members
- Serve as a spokesperson for IHLA at industry events and an advocate at legislative meetings throughout Illinois
- Attend local hotel association meetings throughout the state to provide updates on IHLA's activities and recruit new members
- Help members maximize their ROI by engaging in proactive outreach and education on how to best utilize their benefits and get the most from their membership

Qualifications:

- Four-year bachelor's degree preferred
- Minimum five years of demonstrated successful sales experience, ideally for a professional society or trade association
- Experience and knowledge of the hotel and hospitality industry
- Strong marketing expertise
- Excellent verbal and written communication skills
- Confidence in public speaking
- Focused, proactive, highly responsive and results and goal-oriented
- An inspirational, enthusiastic, and accessible style, the capability to earn respect and broad-based credibility across an organization, and the ability to properly empower others
- Experience in dealing and advocating with local governmental bodies
- Ability to think outside the box
- Creatively brainstorm and implement new sales strategies
- A team player with strong work ethic who has the ability to maintain confidentiality
- Results oriented and willing to make a personal commitment to meeting quantitative and qualitative targets
- Demonstrated self-starter with the ability to work independently
- Willingness to travel throughout the state on short notice
- Must have a car to utilize for sales calls and member visits
- Ability to work non-traditional hours including early mornings and evenings
- Passion for the mission of the Illinois Hotel and Lodging Association

TO APPLY: Please send a resume and cover letter to Job@IllinoisHotels.org.