



## Director of Government Relations

*Driving the growth and success of Minnesota's hospitality businesses through knowledge-sharing, advocacy, and workforce support and development.*

Hospitality Minnesota is a non-profit trade association that unites the restaurant, lodging, resort and campground sectors to lead and shape the future of the industry and its impact in Minnesota. We exist to help our members address today's challenges and opportunities while setting a vision for tomorrow that leads to financial and operational success for individual businesses and the industry as a whole. Also under our umbrella is the Hospitality Minnesota Education Foundation, a charitable non-profit that is focused on building the workforce of the future by preparing the next generation of hospitality leaders.

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**POSITION SUMMARY:** The Director of Government Relations is responsible for leading the legislative and regulatory efforts on federal, state and local levels for Hospitality Minnesota. The Director reports the CEO and works closely with the organization's contract lobbyists and Association members to develop successful non-partisan/bi-partisan strategies for accomplishing our legislative agenda. Working closely with association and foundation staff, board members and other key stakeholders to advance the missions of our two entities, the Director will have responsibility for policy development, advocacy, and political action committee management (fundraising). In collaboration with CEO and the Vice President for Member and Community Engagement, the Director serves as a hospitality industry thought leader with the Association's key stakeholders.

### ***Principal Accountabilities***

#### ***Research and Position Development***

*Compile and present thorough and accurate information that informs decision making and persuasive positioning on the issues that impact the hospitality industry and small businesses, with the goal of securing support for our positions with legislators and regulators.*

- In consultation with the CEO and contract lobbyists, review, research, summarize and recommend positions on pending legislation for presentation to the Association's Advocacy Work Group and Board of Directors; develop and implement board-approved annual legislative agenda.
- Track federal, state and local legislation and regulations that could impact our industry and recommend bills on which the Association should take a position.
- Stay current on daily and periodical literature and electronic communications relevant to the industry; perform issue-specific research to support the Association's positions.
- Collaborate with our partners at the Federal Reserve Bank of Minneapolis and Explore Minnesota Tourism to field regular hospitality and tourism industry surveys;

- analyze, compare and summarize the data to produce quarterly reports to share with legislators, regulators, the media and other stakeholders.
- Prepare reports on industry issues (e.g. jobs data) and prepare “issue briefs” on lobbying positions.
  - Work in partnership with the National Restaurant Association, American Hotel & Lodging Association and related/affiliated organizations on positions at the national level.

### ***Relationship Development and Lobbying***

*Develop and implement strategies that lead to success for our positions.*

- Collaborate with CEO and contract lobbyists to develop relationships with key legislators and elected officials.
- Plan and coordinate meetings between members and local, state and federal elected officials to discuss legislative issues and proposals and allow officials to respond to member concerns; engage national association partners as relevant.
- Design successful strategies for accomplishing our annual state legislative agenda, including execution of our legislative-related member engagement events such as “Days at the Capitol,” and other events and grassroots campaigns as warranted.
- Develop and maintain relationships with other trade associations and organizations that share our industry concerns and collaborate with them on specific issues.
- Represent the Association and Foundation by attending and testifying at local, state and national hearings, briefings and meetings as required.
- Lead the development and management of the association’s Advocacy Work Group to gain member input and direction to help guide legislative positions/actions.
- Identify Association members most appropriate to testify on an issue and assist them in their preparation.
- Lead workforce development effort to secure Education Foundation grant funding support through the state legislature and Minnesota Department of Employment and Economic Development for adding the ProStart and Hospitality Tourism Management Program curriculum in more Minnesota high schools.

### ***Information and Communication***

*Serve as an expert resource to association members on legal and regulatory questions, referring them to professional counsel as warranted, to help them maintain compliance.*

- Maintain a legislative/regulatory/technical library and act as information specialist for members on laws and regulations affecting our industry.
- Design and implement actionable campaigns, programs and “tool kits” to educate members and legislators on industry issues.
- Track and report progress on pertinent legislation and regulation.
- Compose and distribute regular capitol updates, issue briefs, talking points and action alerts.

- Present reports on our legislative and regulatory efforts at Board Meetings.
- Keep staff informed about pending or forthcoming legislation.
- Lead the content development of the bi-annual *Law Review* and related update.

### **Public Relations**

*Assist the Association and Foundation in promoting the industry as a thought leader and a force in the regional and state economy, a philanthropic force in the community and a responsible corporate citizen.*

- Provide articles for Association communications and trade publications as required.
- Collaborate on member communications.
- Work with Association communications team to draft media releases, special articles, brochures, op-ed pieces, letters to the editor, scripts and presentations that can be used to promote government relations activities and successes; create broader visibility for the Association and Foundation.
- Advise the CEO on responses to media inquiries and conduct interviews serving as spokesperson for the Association and Foundation on key policy issues as needed.

### **HOPAC and Related Fundraising**

*Grow and sustain the Hospitality Political Action Committee (HOPAC) to support candidates who favor our industry and to provide access to legislators.*

- Provide strategic and operational oversight for HOPAC's fundraising state and federal initiatives; including recordkeeping and reporting; filings with the State Ethical Practices Board; managing relationships with national association partners; and coordinating of PAC-related events and campaigns to increase PAC resources.
- Stay current on relevant laws and regulations.
- Collaborate with CEO and contract lobbyists to make recommendations for PAC allocations.

### **Administration**

*Achieve operational effectiveness and efficiency in our government relations work in support of Association and Foundation goals. In addition to the accountabilities outlined above:*

- Set annual goals, assist in establishing the long-term government relations direction for the Association.
- Prepare annual legislative agenda and related budget proposals.
- Monitor revenue and expenses to meet financial plan.
- Assess contract lobbyist's performance conduct RFP's and/or annual review of contracts.
- Maintain accurate lists of all key contacts, legislators, legislative aides, regulatory agency personnel and other relevant resources.
- Track and manage Board member voting district information in member database.

### **Other Knowledge, Skills and Abilities**

- Commitment to maintaining the confidentiality of privileged information.
- Desire to work as part of an industry-focused association management team.
- Willingness to broadly promote the Association and Education Foundation with all key stakeholders.

### **Basic Qualifications**

- Bachelor's degree in political science, public policy, business or related field.
- 5-10 years of senior management level experience in government relations working with state and federal agencies, and elected officials at federal, state, county and city levels.
- Trade association experience working with multiple business sectors a plus.
- Experience in strategy development and implementation.
- Relationship development orientation with excellent interpersonal skills and a keen sense of personal integrity.
- Strong written and oral communication/presentation skills; comfortable speaking with a variety of internal and external audiences.
- Highly competent organizational, research, and data analysis skills.
- Ability to work with minimal supervision – self-motivated and confident.
- Willingness to support organization-wide initiatives by attending and staffing association/education foundation events/meetings, as needed, outside regular business hours.
- Proficient in Microsoft Office 365 and online communication tools; CRM/database familiarity a plus.

### **Compensation/Benefits**

The position is a full-time exempt position offering a competitive annual salary of \$85,000 - \$105,000, commensurate with experience. Comprehensive benefits package includes:

- Paid vacation, sick leave and annual holidays; Remote/hybrid office work environment though attendance at regular in-person meetings and events is required given the external constituency nature of this position.
- Medical, AD&D and life insurance; 401K Retirement plan with employer match.

### **To Apply**

Send cover letter and resume, providing salary requirements, in one, single PDF no later than November 16, 2022 to Liz Rammer, President and CEO at [liz@hospitalitymn.com](mailto:liz@hospitalitymn.com).