

**Director of Government Relations
Ottawa, Canada**



The Hotel Association of Canada (HAC) is the voice of the Canadian Hotel & Lodging industry. For over 100 years, it has worked to enhance the prosperity of the Industry through effective advocacy, strong member engagement, and the provision of value added programs and services.

Representing a significant economic footprint, the association's 8,100 member hotels encompass the \$17.5 billion Canadian hotel industry which employs 288,000 people across the country.

Government relations is at the core of the association's value proposition, making this new position an integral part of the overall mission of the organization. The Director of Government Relations will work closely with the President to develop and implement a high impact public affairs strategy that will bring legislative solutions to the industry's most critical issues. With a track record of success and collaboration, you will be the driving force behind the association's issue campaigns and coalition work. The Director, Government Relations will be exposed to the most senior executives in the hotel sector, including the Board of Directors, as advocacy strategies are formed and fine-tuned.

The hospitality sector is vibrant, fun and quickly changing. Hotel brands are seeking to provide unique, trusted guest experiences in every corner of the world amidst a fiercely competitive landscape that is exacerbated by unregulated enterprises. The advocacy issues for this sector are highly visible and of great interest to both the public and all levels of government.

As the ideal candidate, you are driven and results focused. You possess excellent written and verbal communications skills, and the organizational ability, political acuity and good judgment to successfully deliver a strategy. You are an engaging and effective advocate in your dealings with government officials, and you display great comfort in operating in a fast paced and collaborative environment. Creative, strategic and analytical, you embrace complexity and challenge with energy, enthusiasm and a bias to action. Your ability to communicate in both official languages would be of value to HAC.

Key Responsibilities:

- Works with the President to design and execute national advocacy and public-relations campaigns.
- Monitors key policy areas and provides well-supported advice to the President on policy/positioning and strategy.
- Develops concise, timely communication pieces for members as policy developments occur and coordinates immediate release.
- Produces politically informed and well-researched policy documents reports, studies and submissions.
- Works in collaboration with the association's stakeholders, including provincial associations and partner associations.
- Manages the relationship with supporting consultants on issue campaigns and GR events (Hill Days, etc.).

- Tracks and measures the performance of advocacy activities for the purposes of reporting to the Board and members.

Knowledge, Experience and Skills:

- Requires University degree or equivalent experience and education in political science, economics, communications or a related discipline.
- 5-7 years of experience designing and leading advocacy and/or public relations campaigns on a national scale.
- Must have demonstrated ability to develop and coordinate effective political strategies, from storylines to messaging to relationship-building, and to convert those strategies into concrete actions that deliver results for HAC members.
- Understands the functions of government and interest groups and decision making at both the political and departmental level.
- Political sensitivity to the federal landscape.
- An established network of contacts in political offices and departments.
- Understands the media's role in the development of public policy, with an ability to garner media attention for issue campaigns.
- Exceptional verbal and written communication, interpersonal, negotiation, networking, presentation and influencing skills.
- Ability to manage internal and external stakeholders, deliver sensitive messages and advance the interests of hotels.
- Strong business acumen, problem solving and effective time management skills.
- Resilience and adaptability to changing circumstances in an evolving environment.
- Exceptional written and oral skills in English; French is a significant asset.

If you are interested in pursuing this exciting opportunity, please forward your resume and Cover Letter to Linda Crouch, Executive Assistant to the President, at crouch@hotelassociation.ca or call 613-237-7149 x 101.

Interviews will be held the week of March 27th and beyond. Only short-listed applicants will be contacted for an interview.