

Position Description

May 2026

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| Position Title: | Executive Director |
| Reporting To: | Board of Directors |
| Direct reports: | Administrator Strategic Director (consultant with dotted line to Board) |
| Location: | [Auckland or Wellington] work from home base with meetings at member hotels and other venues |
| Travel: | Domestic travel and after-hours meetings/events as required |

WHO WE ARE

Hotel Council Aotearoa (HCA) is New Zealand's industry body that represents the hotel sector. Our membership comprises approximately 250 hotels, alongside owners, operators, brands, suppliers and sector partners.

HCA is the only stand-alone organisation dedicated to advancing the interests of New Zealand's hotel industry. We provide a unified, informed and credible voice on the issues that most affect the sector, including regulation, taxation, workforce, planning, tourism settings and broader economic policy. We listen to the views of those within our industry and act upon them.

HCA is entering its next phase of evolution, transitioning from establishment into a more mature, sustainable organisation with a strong and growing membership base, professional operations and increased influence with government and stakeholders.

PURPOSE OF THE ROLE

The Executive Director is responsible for the overall leadership, performance and reputation of Hotel Council Aotearoa.

Working in partnership with the Board and the Strategic Director, the Executive Director sets and delivers HCA's strategic direction, ensures strong financial and organisational performance, grows and engages the membership, leads advocacy and stakeholder relationships and positions HCA as the authoritative voice of the hotel sector. In the early stages, the Executive Director will work closely with the Strategic Director to support continuity and transfer knowledge, while remaining accountable for outcomes.

This is a senior, hands-on leadership role requiring a balance of strategy, execution, advocacy and relationship management. HCA is a small organisation with limited internal support. The role requires a practical, hands-on approach alongside strategic leadership.

KEY RESPONSIBILITIES

Strategic Leadership & Organisational Performance

- Lead the development, implementation and delivery of HCA's strategic plan in partnership with the Strategic Director and the Board.
- Translate strategy into an annual business plan, budget and clear organisational priorities.
- Provide regular, high-quality reporting and advice to the Board, including financial, strategic and risk matters.
- Ensure HCA operates as a high-performing, credible and well-governed membership organisation.
- Embed a data-driven approach to strategy, using insights, metrics and evidence to inform priorities, monitor performance and guide decision-making.
- Support and leverage the Strategic Director's expertise while retaining accountability for outcomes.

Membership Growth & Engagement

- Grow and retain a strong, diverse and engaged membership base.
- Develop compelling membership value propositions aligned to member needs and sector priorities.
- Build strong one-to-one relationships with hotel owners, general managers and senior leaders.
- Use membership data, feedback and digitalisation to continuously refine offerings, improve retention and personalise member experience.
- Lead member engagement activities including:
 - Annual Conference.
 - Annual General Meeting.
 - Regional meetings and briefings.
 - Member newsletters and communications.
 - An annual operating survey.
 - Website and digital channels.
- Ensure members are informed, consulted and confident in HCA's advocacy and leadership.

Advocacy, Policy & Stakeholder Engagement

- Act as the primary spokesperson and advocate for the New Zealand hotel sector.
- Lead policy development, advocacy strategies and submissions to government.

- Strengthen advocacy through evidence-based insights, leveraging industry data, trends and analytics to support positions and influence decision-makers.
- Build and maintain strong relationships with:
 - Ministers, MPs and political staff.
 - Central government officials.
 - Tourism, business and sector associations.
 - Key influencers and decision-makers.
- Monitor legislative, regulatory and policy developments impacting the sector and proactively advise the Board and members.
- Collaborate with allied organisations to maximise influence and outcomes for members.

Financial Management & Revenue Generation

- Ensure HCA's ongoing financial sustainability and strong financial performance.
- Develop and manage annual budgets, financial reporting and statutory obligations.
- Grow and diversify revenue streams beyond membership subscriptions, including:
 - Sponsorships and partnerships.
 - Events and conferences.
 - Research and sector initiatives.
- Maintain appropriate financial controls, risk management and compliance.

Events, Communications & Sector Profile

- Lead delivery of HCA's flagship events, including the annual conference and AGM, ensuring high delegate satisfaction and financial viability.
- Oversee HCA's communications and brand presence, including media engagement.
- Respond to media enquiries and proactively position HCA and the hotel sector in public debate.
- Ensure HCA is recognised as a credible, authoritative and trusted voice.

Team Leadership & Operations

- Lead, manage and support the Administrator to ensure efficient day-to-day operations.
- Foster a positive, professional and outcomes-focused organisational culture.
- Ensure digital systems, processes and policies support effective service delivery to members.
- Oversee statutory compliance and incorporated society obligations.

RELATIONSHIPS

Internal

- Board of Directors.
- Administrator.
- Accountant (third-party)
- Strategic Director.
- Tourism Industry Aotearoa (HCA is “home association” for all hotel sector TIA members)
- HM Magazine/Intermedia (who lead delivery of the AHICE Aotearoa annual conference)

External

- Industry members and Associations.
- Non-industry Associations.
- Central Government.
- Local Government.
- Sponsors and partners.
- Media

KEY MEASURES OF SUCCESS

- Membership/sponsorship growth and retention.
- Member satisfaction and engagement.
- Strong advocacy outcomes and sector influence.
- Financial sustainability and revenue growth.
- Effective delivery of strategy, events and communications.
- Generally positive reputation and profile of HCA, including in national and trade media.
- Smooth transition and effective knowledge transfer with the Strategic Director.

PERSON SPECIFICATION

Skills

- Outstanding communication skills, both verbal and written.
- Outstanding leadership and people skills.
- Proficient knowledge of legislative processes.
- Ability to influence others.
- Sound financial analysis and business acumen
- Senior level industry operational and management experience or similar
- Existing strong relationships within the New Zealand tourism industry (preferred)
- Business degree or diploma (preferred)

Attributes

- Truthful, trustworthy and demonstrates absolute integrity and discretion.
- Upholds a high personal standard of ethics.
- High level of initiative and accountability.
- Self-aware, emotionally intelligent and respectful of others.
- Resilient, composed and effective in the face of adversity.
- Inspires others to achieve by ensuring clear understanding of goals.