



EFL Associates

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**VISIT DENVER
DIRECTOR OF HUMAN RESOURCES**

POSITION SPECIFICATIONS

Our client, **VISIT DENVER** is a private, nonprofit trade association (501c6) that is responsible for marketing metro Denver as a convention and leisure destination. **VISIT DENVER** is contracted by the City & County of Denver to act as the official marketing agency for Denver. It is governed by a board of directors and employs a staff of more than 60 professionals.

VISIT DENVER uses a sophisticated, integrated marketing approach to sell Denver as a travel destination, which includes direct sales, advertising, tourism and convention industry trade shows, digital promotions, public relations, social media and more. **VISIT DENVER** maintains the City's official tourism website (VISITDENVER.com), *Official Visitors Guide to Denver & Colorado* and Official Tourist Information Centers.

VISIT DENVER embraces the following mission statement:

*To bring conventions and leisure visitors to Denver for the economic benefit of the City, the community and our partners. At **VISIT DENVER**, we believe that travel makes the world a smaller and more connected place. It brings people together and fosters interaction among diverse cultures. The Mile High City embraces and celebrates people of all races, ethnicities, abilities, gender identities and sexual orientation.*

With this in mind, **VISIT DENVER** is pledging a renewed sense of awareness and action to create change, both within our organization and in our city. While **VISIT DENVER** has consistently supported diversity, equity and inclusion, we also believe that we can, and we must, do better. We are committed to making these core values a way of life for our organization, our partners in the hospitality industry and our visitors. The City of Denver celebrates its rich cultural heritage with events, festivals and museum exhibitions throughout the year.

VISIT DENVER defines diversity, equity and inclusion in the following ways:

DIVERSITY – Organizational commitment to culture, policies and practices that support individuals in all the ways they differ.

EQUITY - Recognizing advantages and removing barriers to provide access to the same opportunities for everyone.

INCLUSION – Employees of all backgrounds feel supported and valued so they can be their authentic selves.

VISIT DENVER is comprised of passionate, hard-working team members who embrace a “work hard, play hard” mindset. **VISIT DENVER** prizes balance and seeks team members who are looking for careers, not just jobs. They like to have fun but take what they do very seriously.

VISIT DENVER is based in downtown Denver. For more information about **VISIT DENVER** and the Denver tourism industry, please see www.visitdenver.com.

THE OPPORTUNITY

The **Director of Human Resources (HR Director)** reports to the Executive Vice President (EVP) of Finance & Administration. The **HR Director**, in collaboration with the President/CEO and two EVPs, is responsible for the overall planning, development, execution and management of all human resource and organizational operations, functions, systems, policies & procedures, programs and payroll functions.

Essential functions include:

- Support company’s vision, mission and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect, personalization, commitment to community, accountability and ownership.
- Support company’s efforts related to Diversity, Equity and Inclusion (DEI).
- Provides expertise in strategy development and execution, planning, and facilitation of human resource and organizational development efforts.
- Consults with executive team on performance and organizational matters. Conducts needs assessments to determine requirements to enhance employee job performance and overall company performance.
- Direct and coordinate the needs assessment and implementation for training and staff development to enhance the effectiveness of employee performance in achieving the goals and objectives of the company.
- Develop, implement, manage and maintain company HR policy & procedures and payroll policy & procedures; provides a broad range of consultative services to all levels of employees to ensure compliance with various HR and payroll policies, procedures, laws, standards and government regulations.
- In conjunction with the Director of Accounting, design, implement and maintain payroll, Human Resources Information System (HRIS) and timekeeping systems.
- Produce and administer an effective recruitment program:
 - seek out recruitment sources which best fit company requirements,

- write and place advertisements,
- review applications, screen and interview job applicants,
- conduct new-employee orientations.
- Design, implement and execute onboarding processes for new and transferring employees.
- Design, prepare, implement and manage effective compensation, benefits and performance management programs and processes.
- Administer business and automotive insurance programs.
- Oversee and process all HR and payroll related records, reports and logs to ensure compliance with any of the following: insurance carriers, payroll processor and/or federal and state regulatory agencies.
- Communicate with employees across all levels of the company to provide information, solve problems, and answer inquiries with regard to HR and payroll issues. Facilitate communication among employees and management. May guide managers and employees on problem solving, mediation, regulatory compliance and litigation mediation.
- Establish and maintain third party payroll and benefits vendor relationships by communicate company needs, requirements, and expectations and work with vendor to resolve issues in a timely manner. Evaluate vendor performance and make recommendations to management on necessary improvements to meet business needs.
- Project management of major department initiatives (e.g. system implementations, employee handbook updates and policy changes, etc.)
- Manage recertification of **VISIT DENVER** accreditation through Destination International (DI).
- Hire and orient all new employees. Create the job qualifications for the position, interview all qualified applicants and select appropriate individual based upon the applicant's ability to satisfy the position qualifications.
- Orient all employees on the basic responsibilities of their position and organization.
- Work with hiring manager to ensure appropriate onboarding and training activities are scheduled.
- Establish objectives, coach and counsel direct reports. Assign work and develop time schedules that assure timely completion of work.
- Review performance of all direct reports consistent with the company's Performance Management Program.
- Counsel and discipline all employees who have performance or disciplinary problems.
- Other duties as may be assigned.

THE PERSON

VISIT DENVER seeks a savvy and self-directed professional for this key role. The successful candidate for this **Director of Human Resources**' role, will be an energetic and strategic professional with the highest ethical standards and appropriate professional image. He/she will maintain political neutrality and be able to establish trust, credibility and rapport with a wide-variety of stakeholders. Passionate alignment with the mission of **VISIT DENVER** in supporting the Denver metropolitan area, the

hospitality and tourism industry is a must. The **HR Director** must be a capable facilitator who exercises solid judgment in driving the **VISIT DENVER's** strategic objectives.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

- A four year degree in a relevant field of study is required. An advanced degree is a plus.
- Professional certification (i.e. PHR, SPHR) while not required, is highly desired.
- Significant (minimum of five years) broad, generalist Human Resources experience to include policy development, payroll management, workforce development, employee relations, and performance management.
- Well-developed problem analysis and resolution skills at both a strategic and functional level; exceptional analytical skills.
- Presentation of the following accountabilities: leadership, communication, confidentiality, mentoring, empowerment and resource management.
- A passionate personal alignment with the vision and mission of **VISIT DENVER**.

PERSONAL CHARACTERISTICS

- Must have strong interpersonal skills, maturity and good judgment and be capable of communicating in a professional manner with a diverse range of individuals.
- Politically savvy and understand political sensitivities; ability to establish an environment of mutual trust and respect and work effectively with differing perspectives.
- Highly motivated self-starter; ability to take initiative with projects; ability to work both collaboratively and independently.
- Persuasive negotiation skills; ability to work collaboratively.
- Ability to read, comprehend and create effective business proposals, reports, presentations and correspondence.
- Ability to create and outline procedures as well as execute processes with appropriate follow up and accountability.
- Ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines.
- Efficient and proven organizational skills; detail oriented.
- Ability to take initiative with projects and provide leadership.
- Reliable, dependable, flexible and responsive; service focused.
- Proficient technology application skills including advanced MS Office (Word, Excel, PowerPoint, Outlook), payroll and HRIS systems.

COMPENSATION

VISIT DENVER will offer the successful candidate a competitive base compensation and benefits package. The targeted range for this role is \$115,000 to \$125,000. Benefit offerings include which include medical, dental, vision, life and disability insurance, 401(k) retirement savings plan with discretionary company match, Flexible Spending

Accounts for Medical, Dependent, and Commuter (FSA), Employee Assistance Program (EAP), a Transportation/Parking subsidy and Identify Theft protection. **VISIT DENVER** also offers a generous paid time off (vacation, sick leave and holidays) policy.

NON-DISCRIMINATION

Our client and EFL Associates are dedicated to the principals of Diversity, Equity and Inclusion, as well as Equal Employment Opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age, race, sex, color, religion, national origin, sexual orientation, gender identities, disabilities, or any other applicable status protected by law or that fosters any acts of racial prejudices or injustices.

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