

POSITION DESCRIPTION FOR DIRECTOR, INVESTOR RELATIONS

Title: Director, Investor Relations
Department: Corporate Finance
Reports To: Treasurer & Senior Vice President, Finance

Function:

Director, Investor Relations will have primary responsibility for helping execute the company's comprehensive investor relations program and to provide an accurate, timely, and insightful view of RLJ Lodging Trust's long-term strategic, operational, financial vision, plans, and performance to key stakeholders. By regularly working with senior management, financial planning and analysis, accounting, and other internal functional groups, the Director, Investor Relations will ensure consistent, accurate information is provided on a timely basis. The individual should be able to gauge investor sentiment and help draft the analysis and the Company's messaging accordingly. The role also requires the individual to possess a strategic mindset and be well-versed in corporate and financial communications, possess excellent analytical, written, and verbal communication skills and show a high level of maturity, judgment, work ethic and flexibility. The role will require building and maintaining close working relationships across the different functions within the Company.

Responsibilities:

- Help develop and execute a proactive investor relations strategy and narrative in coordination with the C-Suite, ensuring that the RLJ Lodging Trust's business strategy and progress is understood by the analyst and investor community
- Gather and rigorously analyze a variety of financial and industry data from internal and external data sources
- Review sell-side analyst reports and models and ensure accurate reporting on financial portals (e.g., FactSet, Bloomberg, etc.) to ensure accurate estimates
- Help lead the quarterly earnings preparation and annual reporting process, including drafting press releases, conference call scripts, annual reports, website updates, disclosure reviews, Q&A and presentation materials, lead orchestration of investor and analyst interactions around earnings
- Responsible for developing key messaging for all non-earnings-related events, including talking points and presentation materials for annual meetings, financial media, industry conferences, one-on-one visits, website content, and significant investor meetings
- Plan and execute strategy for proactive outreach to shareholders, analysts, and prospective investors including but not limited to, investor events, meetings, industry conferences, roadshows, property tours, and conference calls
- Maintain IR database, including contact management system, analyst reports, and other IR materials
- Lead and contribute to external reporting, public disclosure, proxy solicitation, external and internal communication
- Assist with ESG initiatives and related benchmarking
- Collaborative, proactively engages with cross functional teams outside of finance to widen knowledge of business objectives

Qualifications & Skills:

- Established and credible reputation, track record of leading an investor relations program, exceptional demonstrated 'best in class' writing and communication skills
- Experience in successfully partnering with a range of senior stakeholders and external constituents on a variety of strategic initiatives
- Excellent interpersonal skills and demonstrated ability to effectively build and manage relationships with cross-functional colleagues, business leaders, external analysts, and investors
- Robust presentation skills and ability to confidently interact with key internal and external stakeholders
- Excellent financial modeling techniques and valuation methods used by analysts and investors, especially as it relates to Real Estate
- Strong quantitative and qualitative analysis skills; ability to take large volumes of complex information and present it in a clear and concise manner to senior management, shareholders, and investor communities
- Knowledge of securities disclosures requirements, SEC laws and filing requirements, and stock exchange rules and regulations
- A strong understanding of macroeconomics, capital markets trends, competitor activities, industry dynamics, and customer trends
- Hands on team player who can execute tasks at all levels; innovative thought leader and agile learner; able to readily apply past learnings in new situations to generate solutions to challenges and/or create entirely new solutions

Education/Training:

- Bachelor's degree in finance or related discipline required
- MBA strongly preferred

Experience:

The ideal candidate will have:

- 5-7+ years' experience in investor relations, including most of the tenure in substantial investor relations-specific roles in a public company; additional background in corporate finance, strengthens candidacy
- Real estate experience as a buy- or sell-side analyst, REIT investor relations experience or experience within the lodging sector is preferred
- Demonstrated ability to manage and prioritize multiple and complex analytical projects

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

