



**Job Title:** Content Development Director  
**Department:** Hawai'i Visitors & Convention Bureau  
2270 Kalākaua Avenue, Suite 801  
Honolulu, Hawai'i 96815  
**Reports To:** Senior Director, Digital Marketing  
**FLSA Status:** Exempt

### Position Summary

The Director of Content Development oversees creating, curating, and disseminating impactful content on various platforms. Their focus is on producing still and video content to promote regenerative travel and educate travelers about responsible tourism in Hawai'i. This team member collaborates with internal teams and HVCB's Brand, Social, Media and PR agencies, as well as the videographer/photographer community to produce new content and curate/edit existing content. The Director of Content Development oversees and manages the digital asset management system (Knowledge Bank) as well as the proprietary marketing assets (e.g., images, video, footage, corporate logos, etc.) for the organization. This role plays a crucial role in encouraging visitors to experience the beauty of Hawai'i while respecting and preserving its unique culture, environment, and communities. The Director of Content Development requires an understanding of Hawai'i's culture and values. 'Ōlelo Hawai'i speaker a plus.

### Essential Duties and Responsibilities

#### Content Development

- Oversee communication and workflow of production tasks with our internal marketing staff (including HVCB island chapters, HTA staff, HTA Global Marketing Teams) and the advertising agencies or production company
- Manage timelines and budgets for productions and projects
- Oversee and manage assigned projects such as video/photo shoots. Manage on-going licensing and new developments to these projects
- Oversee, manage, and review content for various projects such as but not limited to social media content and native media content
- Participate with the larger marketing team in concepting and providing guidance/strategy on new creative campaigns.
- Responsible for working in conjunction with various departments on PowerPoint presentations
- Manage project deliverables to ensure they are in-line with the Hawai'i brand and Hawaiian culture
- Continually analyze and assess trends in the overall production and content development industry and propose innovative marketing solutions over both a short-term and long-term basis
- Perform other tasks and duties as assigned or deemed necessary

#### Digital Asset Management

- Oversee the maintenance, development, and management of HTA/HVCB/Island Chapter/GMT proprietary marketing data (e.g., images, video, footage, copy, logo, etc.)
  - Assist the Hawai'i Tourism Authority (HTA) with the monitoring of and compliance with intellectual property laws, contract provisions and licensing agreements pertaining to the HVCB and its Island Chapters
  - Consult with corporate attorney on various legal documentation and processes pertaining to marketing data
  - Update department managers and/or all employees on the availability of our usage rights on marketing assets
  - Work with internal staff members, external industry partners, media, members and the community on the distribution and utilization of HVCB data resources
- Direct, manage and evaluate contracted digital asset library platform
- Direct, manage and update assets on Knowledge Bank

- Monitor and analyze Digital Asset Management expenses and prepare budget
- Prepare and deliver various Digital Asset Management reports for HTA and departments
- Manage Knowledge Bank budget. Process invoices, expense reports, accrual reports, updated budget reports

### Education and/or Experience

- Broadcast / photo shoot production experience
- Bachelor's degree from an accredited college/university or equivalent work experience
- Understanding of Hawai'i's cultures and values. 'Ōlelo Hawai'i speaker a plus
- Ability to speak clearly, pleasantly and with good diction. Must be courteous and tactful in dealing with the public and personnel in various agencies; be diplomatic and project the "Aloha Spirit"
- Must be self-directed with the ability to manage multiple projects concurrently. Must have excellent organizational skills and be able to prioritize tasks
- Prior experience in developing and managing departmental budgets, corporate and strategic planning and marketing corporate goals is required
- Must be able to work collaboratively within and across teams without supervision
- Ability to understand and execute oral and written instructions, deal with daily office operations/situations, cooperate and get along well with others
- Prior experience working in fast paced environment and meeting tight deadlines required
- Must possess extensive knowledge and experience of Hawai'i's visitor industry and distribution system and State government

### Other Requirements

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **MATHEMATICAL/TECHNICAL KNOWLEDGE:**

- Analytical skills to accurately perform computations
- Computer skills required in the following software: MS Office, MS Teams, Google Workspace, strong knowledge, and proficiency using desktop publishing (e.g., Photoshop) and digital files required

#### **PHYSICAL REQUIREMENTS:**

- Will occasionally need to lift and carry items weighing up to twenty-five pounds
- Prolonged periods sitting at a desk and working on a computer

#### **TRANSPORTATION/TRAVEL:**

- Access to automobile, valid driver's license and current auto insurance required
- May require business travel to the neighbor islands

### Work Environment

Normal air-conditioned office conditions.

The above information in this description has been designed to indicate the general nature and level of work performed by an employee in this classification. It is not to be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications of employees assigned to this job. Management has the right to add to, revise, or delete information in this description.