



Job Title: Content Management System & Data Engineer
Work Location: 2270 Kalākaua Avenue
Honolulu, Hawai'i 96815
Position Type: Full-time; Exempt; On-Site
Reports To: Managing Director, Integrated Communications

SUMMARY

The Content Management System (CMS) & Data Engineer serves as the technical lead responsible for translating HVCB's organizational, communications, and data strategies into scalable CMS and data solutions. Reporting to the Managing Director, Integrated Communications, this role supports the design, administration, integration, and continuous improvement of the organization's CMS and broader data ecosystem to ensure platforms are efficient, accessible, and aligned with enterprise priorities.

The role ensures content workflows, integrations, and data systems are operationally effective, scalable, and positioned to support advanced analytics, AI initiatives, and enterprise-wide decision-making. Serving as a key technical partner to the Data Intelligence and Integrated Communications teams, the CMS & Data Solutions Engineer helps operationalize strategic priorities through integrated digital platforms, data workflows, and marketing technology solutions.

This role bridges marketing technology and data engineering, connecting content operations, business intelligence, and integrated communications to improve organizational agility, technical capability, and digital effectiveness across HVCB's ecosystem.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Content Management System (CMS) Administration & Operations

- Lead administration and continuous improvement of the enterprise CMS platform, ensuring content ecosystem structures, taxonomy, and publishing standards effectively support marketing, digital, and operational teams
- Partner with the Destination Education team to ensure accurate representation of Hawaiian culture and language across all CMS-managed properties, including proper application of diacritical marks (ʻokina and kahakō) in content templates, metadata, character encoding standards, and publishing workflows
- Ensure CMS-managed web properties meet WCAG 2.1 AA accessibility standards and coordinate accessibility audits and remediation efforts with content and digital teams
- Partner with content, creative, and digital teams to develop scalable page templates, content models, and publishing workflows
- Support and maintain CMS integrations with connected platforms, including DAM, CRM, web analytics, and paid media tools
- Manage CMS vendor relationships, licensing, system upgrades, and platform enhancement initiatives
- Maintain content management standards, user permissions, and access controls that support operational consistency and platform integrity.

Data Ecosystem & Systems Integration

- Maintain and optimize HVCB's enterprise data infrastructure, including data pipelines, integrations, and storage environments
- Translate data strategy direction from senior leadership into technical execution plans, system configurations, and workflow improvements
- Integrate data from visitor intelligence platforms, web/digital analytics, CRM, partner feeds, and third-party tourism data sources into a unified ecosystem
- Build and maintain data dictionaries, lineage documentation, and governance practices that support data integrity, consistency, and trust
- Evaluate and recommend data tools, platforms, and vendors aligned with organizational analytics and AI readiness initiatives
- Partner with the Data Intelligence team to ensure the data environment effectively supports enterprise KPI frameworks and executive reporting.

Systems Integration & Technology Alignment

- Serve as the technical bridge between marketing technology and data/analytics functions
- Design and implement API-based integrations across the MarTech and data stack, including CMS, CRM, CDP, analytics platforms, and BI tools
- Lead data modeling efforts that support visitor segmentation, personalization, and campaign performance measurement
- Ensure systems are structured to support AI/ML initiatives and advanced analytics use cases.

Platform Operations & Support

- Oversee platform performance, uptime, and issue resolution across CMS and data systems
- Develop and maintain technical documentation for managed systems, workflows, and integrations
- Provide technical training and enablement support to internal teams utilizing CMS and data platforms
- Lead QA, testing, and validation processes for platform updates, migrations, and new integrations.

To perform this role successfully, an individual must be able to perform the essential duties described above. The qualifications listed are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the position.

MINIMUM QUALIFICATIONS

Education

- Bachelor's degree in computer science, information systems, data engineering, or a related field or equivalent experience.

Skills and Knowledge

- Strong technical foundation in data infrastructure, system integration, and platform administration
- Firsthand experience with enterprise CMS platforms such as Contentful, Sitecore, Adobe Experience Manager, or WordPress VIP
- Proficiency in SQL and at least one scripting or programming language, including Python or JavaScript
- Experience designing and managing data pipelines, data warehouses, or data lake environments
- Knowledge of data governance best practices, including data quality, lineage, and access management

- Strong cross-functional collaboration skills with the ability to translate technical concepts for non-technical stakeholders
- Working knowledge of web accessibility standards (WCAG 2.1 AA) and ADA compliance requirements for digital properties

Experience

- 6+ years of experience in solutions engineering, data engineering, or marketing technology roles
- Demonstrated experience administering an enterprise CMS platform in a complex organizational environment
- Proven ability to design and manage integrations across marketing and analytics technology stacks
- Experience with data governance frameworks and documentation practices.

DESIRED QUALIFICATIONS

- Experience in tourism, hospitality, or membership-based destination marketing organizations
- Familiarity with tourism and visitor intelligence data sources such as STR, SMARI, or similar platforms
- Experience with BI and visualization tools, including Tableau, Power BI, or Looker
- Knowledge of Customer Data Platform (CDP) systems and marketing data activation use cases
- Exposure to AI/ML tools or cloud data platforms such as Snowflake, BigQuery, AWS, or Azure
- Experience supporting digital personalization or content targeting initiatives
- Familiarity with the Hawaiian language, 'okina and kahakō usage standards, and cultural content protocols in a digital publishing environment
- Experience managing or remediating ADA/WCAG accessibility compliance on enterprise web platforms; relevant certifications such as CPACC a plus
- Sensitivity to cultural and linguistic content accuracy, including an understanding of or willingness to learn Hawaiian language diacritical standards ('okina and kahakō).

SUCCESS IN THIS ROLE LOOKS LIKE

- CMS platform operating with clean governance, scalable platform design, and seamless cross-team usability
- Enterprise data ecosystem integrated, documented, and structured for advanced analytics and AI readiness
- MarTech stack connected through reliable, well-maintained API integrations
- Data pipelines delivering consistent, trusted information to dashboards and reporting tools
- Internal teams are enabled and trained to effectively utilize CMS and data systems.

WORKING CONDITIONS

Work Environment

- Professional office environment.

Work Hours

- Full-time; exempt position. Regular and predictable attendance is an essential requirement of this role.
- Work hours may occasionally extend beyond standard business hours, including evenings or weekends, based on events, meetings, or operational needs.

Physical Demands

- Ability to sit, stand, and walk for extended periods.
- Ability to attend events and meetings that may require prolonged standing or movement.
- Ability to lift and carry materials to approximately twenty-five pounds on an occasional basis.

Physical Requirements

- Ability to meet the physical demands outlined above with or without reasonable accommodation.

SALARY RANGE: \$95,000–\$130,000 per year

COMPREHENSIVE BENEFITS PACKAGE INCLUDES:

- Medical, Dental, and Vision Insurance.
- Paid Vacation & Sick Leave
- Employer-Paid Life Insurance
- Company-Contributed Long-Term Care Coverage
- Long-Term Disability Coverage
- 401 (k) Retirement Plan with Company Match and Safe Harbor Contribution

EQUAL EMPLOYMENT OPPORTUNITY

Hawai'i Visitors & Convention Bureau is an Equal Opportunity Employer. We are committed to creating a diverse, inclusive, and respectful workplace and do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin, ancestry, disability, genetic information, marital status, veteran status, or any other status protected by applicable federal, state, or local law.

REASONABLE ACCOMMODATION (ADA)

Hawai'i Visitors & Convention Bureau is committed to providing reasonable accommodations to qualified individuals with disabilities in accordance with the Americans with Disabilities Act and applicable state law. Applicants who require reasonable accommodation to participate in the application or interview process may contact Human Resources for assistance.

JOB DESCRIPTION DISCLAIMER / MANAGEMENT RIGHTS

This job description is intended to describe the general nature and level of work performed by individuals assigned to this position. It is not intended to be an exhaustive list of all the duties, responsibilities, or qualifications.

Hawai'i Visitors & Convention Bureau reserves the right to modify, revise, or eliminate duties, responsibilities, qualifications, and working conditions of this position at any time, in accordance with business needs and applicable law.