



Job Title: Destination Education Manager
Department: Marketing
Location: Hawai'i Visitors & Convention Bureau
2270 Kalākaua Avenue, Suite 801
Honolulu, Hawai'i 96815

Reports To: Senior Director, Destination Education
FLSA Status: Non-Exempt

Position Summary

The Manager, Destination Education will aid in the growth and development of internal and external cultural and destination education for the Hawai'i Visitors & Convention Bureau team by partnering in all aspects of HVCB's mission. This position is responsible for assisting in the design, coordination and management of internal and external programs that preserve and advance the Hawaiian culture across all HVCB departments and with HVCB Members, agencies, and partners with and as assigned by the Senior Director, Destination Education.

Essential Duties and Responsibilities

The following is a list of specific duties and responsibilities expected of the candidate:

- Develop and manage cultural consistencies with familiarization (FAM) tour itineraries and PowerPoint presentations for Travel Trade, Meet Hawai'i and Public Relations, including the Island Chapters.
- Sensitivity reader/copy editor for all HVCB and agency produced content and copy.
- Serve as an internal cultural resource for all HVCB departments, both statewide (including the Island Chapters) and remote continental US offices.
- Administrative member of the Warrior Marker Committee, coordinating all activities related to the Warrior Marker, including, but not limited to, inventory, internal and external communication, archives, merchandising and licensing.
- Works with the Senior Director, Destination Education to develop a Hawaiian cultural curriculum for onboarding of new hires as well as ongoing development of courses for existing HVCB staff. Goal to promote a consistent level of cultural concepts, values, and cultural destination education across the company.
- Develop and implement revenue-generating cultural training for HVCB Members, in conjunction with Senior Director, Destination Education and Membership Department training programs.
- Coordinate HVCB Cultural Advisory Committee.

Education and/or Experience

- General knowledge and understanding of the Hawaiian language, Hawaiian history and culture, and nuances of Hawaiian and other ethnic communities; social, economic, and cultural aspects of Hawai'i's visitor industry.
- Bachelor's degree in Hawaiian studies and/or Travel Industry Management preferred.
- Minimum of two years Hawaiian cultural and/or visitor industry management.
- Strong demonstrated customer service skills required.
- Able to exercise a high degree of patience, tact, diplomacy, and confidentiality in interacting with others under occasional challenging conditions.

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: Apps and services in MS Office Suite

COMMUNICATION SKILLS

- Strong verbal and written communications skills required. Ability to author reports and effectively correspond with internal and external clients and the public.
- Must have a pleasant personality and effective people skills.
- Ability to have command and presence in a large group setting.
- Able to conduct presentations before individuals and private and public groups.

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.