



Job Title: Destination Manager – Maui
Full Time Temporary
Department: Maui Visitors & Convention Bureau
427 Ala Makani Place, Suite 101
Kahului, Hawaii 96732
Reports To: Executive Director, Maui Visitors & Convention Bureau

Position Summary

Destination Manager is responsible for supervising, managing, coordinating, implementing and reporting on the Destination Management Action Plan (DMAP), the Community Enrichment Program (CEP) and the Signature Events, in their respective counties, and will work closely with the HTA, and the Island Chapter and key stakeholders. Funding for this temporary position runs through March of 2023.

Essential Duties and Responsibilities

Primary responsibility is the successful implementation and reporting of the DMAP, CEP programs and Signature Events.

Managing and supervising the entire RFP process in the selection of proposals that match the DMAP, CEP and Signature Event criteria. Including but not limited to, RFP development, public notice and communication plan development, RFP review, analysis, and recommendations, identify selection committees, contracting with approved proposals and developing reporting system.

Managing and coordinating DMAP implementation activities and needs, including but not limited to setting up strategies for each action development, quote requests and contracting, strategies and planning for stakeholder meetings, management of DMAP workflow and report development.

Ensure that each CEP and Signature Events Contractor executes against the KPI's and Deliverables for each program.

Ensure that assigned DMAP Stakeholders and/or Contractor executes against the Deliverables and sub-actions for each DMAP action. Manage each DMAP actions workflow.

Develop on-going communication and promotion of DMAP, CEP and Signature Events to the community, visitor industry and other relevant stakeholders. This includes, but not limited, to engaging as needed with broadcast and print media companies, utilizing social media strategies and community communication vehicles to communicate the DMAP, CEP and Signature Events progress and benefits to the county and community.

Provide technical assistance and reasonable support to applicants during the CEP and Signature Events RFP submission process, including but not limited to technical and non-substantive guidance, answering questions regarding the formulation of their response.

Responsible for creating CEP and Signature Events review committees to ensure all awardees, and all projects awarded comply with and conform to goals and objectives of the program, and ensure all guidelines are followed.

Work and collaborate with the established DMAP steering committee.

Develop appropriate reporting format for DMAP, CEP and Signature Events, respectfully. Review CEP and Signature Event contracts, analyze results and measurable, to determine if they have met all requirements. Report on all deliverables, situation analysis and provide appropriate recommendations.

Develop system ensuring that all communications, messaging, activities, reporting, and plans have HTA, HVGB and/or Island Chapter approval and/or sign-off.

Document all pertinent file activity electronically and in hard copy file as necessary.

Other duties may be assigned.

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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Excellent oral and written communication

Strong relationship building skills

Strong program management skills and organization skills

Ability to communicate and work well with others in professional office environment and multi-task priorities

Self-motivated individual that requires minimal direction to complete tasks.

Strong presentation skills and ability to present to large audiences

Knowledge of the island / visitor industry strongly recommended

Prior experience with government contracts preferred

Education and/or Experience

College degree preferred and/or equivalent work experience.

Physical Demands

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Inter-island travel may be required. Valid driver's license with current vehicle insurance required

Work week may exceed 37.5 hours. Occasional evening and weekend work.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The work environment is a business office with computers, telephones, and printers operating.

Note: The essential functions of this position include, but are not necessarily limited to, those specifically identified in this description. The position and its essential functions may change over time and these changes may not necessarily be reflected in the position description. The Bureau may, at its sole discretion, add to, change, or expand the essential or marginal functions of this position