



**Job Title:** Director, Market Activation & Program Delivery  
**Work Location:** Island of Hawai'i Visitors Bureau  
Waimea, Hawaii  
**Position Type:** Full-time; Exempt (On-Site)  
**Reports To:** Island Director

## **SUMMARY**

The Director, Market Activation & Program Delivery is the island-based operational leader responsible for executing HVCB's enterprise programs through coordinated market activations, education delivery, travel trade enablement, and industry-facing initiatives.

This role serves as a core execution function within HVCB's Operations & Network mechanism, ensuring that enterprise-defined strategies, programs, and standards are delivered on the ground with consistency, professionalism, cultural fluency, and operational excellence.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** Perform other related duties as assigned or deemed necessary.

## **CORE ACCOUNTABILITY**

Own the on-island execution and delivery of enterprise market activation and education programs, ensuring high-quality implementation, disciplined operations, and reliable reporting that supports enterprise learning and performance.

## **KEY RESPONSIBILITIES**

### **Market Activation & Program Execution**

- Execute island-level market activations aligned with enterprise commercial priorities.
- Serve as the on-island execution lead for enterprise-led activations, campaigns, events, and partner-facing initiatives.
- Support travel trade programs including FAMs, trainings, and hosted engagements.
- Coordinate venues, vendors, partners, and stakeholders to ensure smooth delivery.
- Ensure island representation, aligns with statewide and global destination positioning.

### **Education Program Delivery**

- Deliver island-based education programs aligned and in collaboration with enterprise Destination Education frameworks and personnel.
- Manage logistics including schedules, venues, facilitators, participants, and materials.
- Serve as the on-island point of contact for education participants and partners.
- Support program fulfillment and post-program follow-up.

### **Operational Management & Delivery Discipline**

- Manage programs from planning through execution and close-out.
- Maintain fun-of-show documents, timelines, workflows, and checklists.
- Track participation, expenses, deliverables, and execution metrics.
- Resolve operational issues in real time.
- Produce post-program summaries capturing outcomes and field observations.

### **Brand Narrative & Communications Alignment**

- Execute programs in alignment with enterprise brand standards and narrative frameworks.
- Coordinate with Integrated Communications to ensure asset and messaging alignment.
- Support on-island media visits and content capture.
- Provide island-level operational intelligence relevant to communications planning.

### **Island & Community Engagement**

- Support engagement with island-based industry members and community stakeholders.
- Deliver programs with cultural awareness and professionalism.
- Represent HVCB with credibility and consistency.
- Surface partner and community observations.

### **Cross-Platform Coordination**

- Work horizontally across enterprise platforms.
- Maintain alignment with enterprise priorities, timelines, and standards.
- Operate within defined operational frameworks and reporting rhythms.

### **SUCCESS IN THIS ROLE LOOKS LIKE**

- Programs executed smoothly and consistently.
- Positive participant and partner feedback.
- Strong alignment between island execution and enterprise priorities.
- Reliable operational reporting.

To perform this role successfully, an individual must be able to perform the essential duties described above. The qualification 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**

#### Skills and Knowledge

- Strong program and operational management skills.
- Ability to manage multiple initiatives.
- Clear written and verbal communication.
- Collaborative working style.

#### Education

- Bachelor's degree in business administration, communications, tourism management, or a related field, or an equivalent of 6-8 years of education and experience.

#### Experience

- Experience managing complex programs or events.
- Familiarity with Hawai'i's visitors industry.

### **DESIRED QUALIFICATIONS**

- Experience in matrixed organizations.
- Exposure to travel trade education or partner-training.
- Cultural fluency in Hawai'i-based contexts.

### **WORKING CONDITIONS**

#### Work Environment

- Professional office environment with frequent engagement in community, partner settings.

- Regular attendance at meetings, events, and forums across the island.

#### Work Hours

- Full-time; exempt position. Regular and predictable attendance is an essential requirement of this role.
- Work hours may extend beyond standard business hours, including evenings or weekends, based on events, meetings, or operational needs.
- Travel will be required based on business 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 25 pounds on an occasional basis.

#### Physical Requirements

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

**Salary Range:** \$82,500 - \$127,000 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 a 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.