



Job Title: Education Sr. Coordinator
Department: Marketing
Work Location: 2270 Kalākaua Avenue, Suite 801
Honolulu, Hawai'i 96815
Salary Range: \$22.00 to \$31.00 Hourly
Reports To: Senior Director Destination Education

POSITION SUMMARY

The Education Sr. Coordinator will play a crucial role in supporting the growth and development of the Hawai'i Visitors & Convention Bureau team by collaborating on all aspects of HVCB's mission, strategic planning, proposals, and reporting. This position is responsible for assisting in the design, coordination, and management of internal and external programs promote and preserve the Hawaiian culture initiatives of the Hawai'i visitor industry, across all HVCB departments. Working closely with HVCB Members, agencies, and partners as directed by the Senior Director, Destination Education.

The Education Coordinator will contribute to HVCB's marketing efforts, to enhance awareness and excellence of Hawaiian culture, imagery, and language.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Collaborate with the marketing and/or executive team to develop culturally appropriate messaging strategies for business initiatives and proposals.
- Serve as internal cultural resource for departments within the organization, including statewide and remote US offices with the Senior Director.
- Administratively coordinate Warrior Marker program and activities related to the Warrior Marker communication, archives, and licensing.
- Assist the Senior Director in the development, implementation, and maintenance of cultural standards regarding place names, language, and imagery use and other frequently used Hawaiian cultural concepts.
- Assist in implementing existing Hawaiian cultural curriculum that aligns with HVCB's values and objectives, promoting a consistent level of cultural concepts and values across the company.
- Assist and implement existing cultural training for HVCB Members, in conjunction with Membership Department training programs.
- Coordinate HVCB/Island Cultural Advisory Committee meetings, quarterly.
- Service as an ad hoc member of all HVCB Committees i.e., Marketing, Meet Hawai'i etc., in the absence of the Senior Director, Destination Education.
- Submit monthly education/cultural submission to Kahe Wale, Membership Newsletter
- Interisland and US continental travel as needed

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree in Hawaiian studies and/or Travel Industry Management preferred.

- Must be versed in Hawaiian culture and history and have a working knowledge of the Hawaiian language and community.
- Minimum of two years Hawaiian cultural and/or visitor industry management required.
- Strong demonstrated customer service skills required.
- Must have excellent organizational skills, able to prioritize tasks and manage multiple projects concurrently.
- Ability to conduct presentations before individuals and private and group settings.
- Must be courteous and tactful in dealing with the public and with personnel in various agencies; be diplomatic and understand, project excellent customer service while assisting internal and external customers.

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:

- Proficient technology application skills; Advanced MS Office (Word, Excel, PowerPoint), MS Outlook, Access.
- Analytical skills to accurately perform computations.

PHYSICAL REQUIREMENTS:

- Must be able to sit for extended periods of time.
- Must be able to bend, stoop, and reach. Able to lift up to twenty-five pounds on an occasional basis.

TRANSPORTATION/TRAVEL:

- Access to automobile, valid driver's license with satisfactory driving record and current auto insurance required. Vehicle not provided by the company.
- Must be able to travel. Interisland / US Continent.

WORK ENVIRONMENT

In-person, air-conditioned office.