Job Title: Executive Director, Island of Hawai‘i Visitors Bureau
Department: Island of Hawai‘i Visitors Bureau
Location: 62-3595 ‘Āmaui Drive, Waimea, Hawai‘i 96743
Reports To: President, Chief Executive Officer

Position Summary

This position is primarily responsible for, but not limited to, implementing the direction set by HTA, HVCB, and the IHVB Advisory Board. The position is responsible for overseeing the activities of the IHVB team including but not limited to advertising, public relations, leisure and MCI sales in the U.S. MMA, and public relations, leisure, and MCI efforts in the global markets supported by the Hawai‘i Tourism Authority.

The IHVB Executive Director is also responsible for communicating and updating the IHVB Advisory Board and HVCB President on any pertinent island chapter activities. Other responsibilities include developing and nurturing relationships with the travel industry, media, community, business leaders, government officials, and community organizations.

Position is to be compliant with HTA and HVCB policies and procedures.

Essential Duties and Responsibilities

Management Responsibilities
- Primary spokesperson for IHVB
- Represents IHVB in contracts and negotiations with respect to legal, administrative, and marketing agreements.
- Responsible and accountable for administrating the activities of IHVB.
- Board of Directors:
  - Responsible for implementing the policies and decisions of the IHVB Board of Directors.
  - Inform, update, and communicate the marketing, administrative and financial status of IHVB.
- Marketing Committee:
  - Provide a leadership role in marketing discussions and decisions.
  - Ensure sales and marketing decisions follow IHVB Strategic Plan and direction of the IHVB Board of Directors.
- IHVB Staff:
  - Hire, train, and manage the work of direct report(s), utilizing coaching/feedback, rewards/recognition, and/or disciplinary action as appropriate to ensure quality performance and engagement.

Sales & Marketing Responsibilities
- Create and establish an integrated Annual Tourism Marketing Plan with clearly defined objectives, target markets, strategies and tactics that meet the goals of IHVB, HVCB and HTA.

Local Government and Community Responsibilities
- Represent IHVB and Hawai‘i Island travel industry to HVCB, State of Hawai‘i and the County of Hawai‘i.
- Develop and build relationships and coalitions with government, travel industry and community decision makers.
- Support and provide initiative-taking leadership for Island issues.
• Formulate IHVB’s position with regards to political and community affairs ensuring that Island interests are viewed positively.
• In the event of a crisis, function as a liaison between Hawai`i Island Civil Defense and island’s hospitality industry.
• Work together to support the HTA, International Contractors
• Active role with the Destination Management Plan steering committee, HTA Planning Director and IHVB DMAP Manager. Including communication plans regarding DMAP action items to industry partners and community.

Administrative Responsibilities
• Serves as the administrative head of IHVB.
• Manages IHVB within the parameters of by-laws and policies of HVCB.
• Maintains all fiscal policy within HTA/HVCB budget parameters.
• Ensures IHVB follows proper human resource practices that include a safe and amiable working environment and functions as an Equal Opportunity Employer.

Budgetary & Financial Responsibilities
• Responsible for all funding received by IHVB.
• Develop all administrative and marketing budgets.
• Oversee and review budgets with the Chief Financial Officer to ensure sound financial standing and appropriate use of funds.

Supervisor Responsibilities
Responsible for supervision of the Island of Hawai‘i Visitors Bureau staff and contractors.

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 verbal, nonverbal, and written communication that includes public speaking. Able to listen, engage and influence at all levels by maintaining a positive, action-oriented, and purposeful attitude.
• Highly organized, able to work independently, and adapt where needed. Manage multiple projects simultaneously in a flexible, fast-paced often-changing environment.
• Understanding of business goals, challenges, and how to achieve organizational objectives through management.
• Strong working knowledge and appreciation of the Island of Hawai‘i and the culture of the community

Education and/or Experience
Bachelor’s degree in Travel Industry Management, Business Management, or related field AND 5+ years of tourism, visitor, or operational experience, needed for this role.

Physical Demands
Must be able to travel domestically and internationally. A valid driver’s license, vehicle insurance and access to a personal vehicle are required. A valid passport is required in the event of international travel. Minimal lifting, carrying, pushing, and pulling associated with trade show booth participation.
The work week will regularly exceed thirty-seven and a half hours. Occasional evening, weekend and holiday work will be required.

**Work Environment**

Normal office conditions.

**EEO Statement**

The Hawai'i Visitors & Convention Bureau provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. This statement applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.