



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 Board of Directors. The position is responsible for overseeing the development, implementation, and review of all marketing activities by the Island of Hawai'i Visitors Bureau, as the Hawai'i Island chapter of the Hawaii Visitors and Convention Bureau.

Responsibilities include updating the IHVB Board of Directors and HVCB President on all activities, providing direction to and general management of the IHVB staff and developing and implementing IHVB Strategic Plan and Annual Tourism Marketing Plan. Other responsibilities include developing and nurturing relationships with 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.
 - Coordinate market planning activities.
 - Ensure sales and marketing decisions follow IHVB Strategic Plan and direction of the IHVB Board of Directors.
- IHVB Staff:
 - Hire, train, motivate and provide necessary resources to IHVB staff to best enable Hawai'i Island's mission and goals to be reached.

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.
- Oversee the development; implementation and updating of the IHVB Strategic Plan to ensure that decisions are consistent with the direction of IHVB, HVCB and HTA and with changing market trends and needs.
- Responsible and accountable for the development, administration, and review of all elements of the marketing mix (advertising, public relations/communications, travel trade/sales and Meet

Hawai'i). Oversee and review marketing strategies and activities with the Senior Director of Sales and Senior Director of Marketing.

- Oversee and analyze market changes and trends and develop strategies to address changing market conditions.
- Build and develop relationships with non-traditional partners to encourage new opportunities for Island exposure.

Industry and Community Responsibilities

- Represent IHVB and Hawai'i Island travel industry to HVCB, State of Hawaii and the County of Hawaii.
- 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.
- Coordinate Hawai'i Island crisis control as a link between Hawai'i Island Civil Defense and Island visitors as well as the island's hospitality industry.
- Work hand in hand to support the HTA, International Contractors and other Community Projects Contracts on Destination Management and the action plan set forth by the DMAP Steering Committee.
- Assist with communication plans to disseminate updates with any DMAP action items to the industry partners and community

Communications Responsibilities

- Report to and inform the IHVB Board of Directors of marketing accomplishments via meetings.
- Seek out, evaluate, and make recommendations on destination sales and marketing opportunities.
- Oversee and submit required written documents to HVCB/HTA through monthly, quarterly, and annual reports.
- Work with the Destination Management Contractor and the DMAP Steering Committee to support their communication effort to the industry and local 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.

Other Duties

- Please note this job description is not designed to cover a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job as they may change at any time, with or without notice.

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.

Must have a strong working knowledge of Hawai'i Island
Strong administrative skills for managing and prioritizing multiple projects with multiple deadlines
Excellent oral and written communication
Excellent leadership, project management and organizing skills

Education and/or Experience

Bachelor's degree in Travel Industry Management preferred, or a minimum of 5 years related experience

Physical Demands

Must be able to travel domestically and internationally. A valid driver's license, vehicle insurance and access to a personal vehicle required. Valid passport is required in the event of international travel. Minimal lifting, carrying, pushing, and pulling associated with trade show booth participation.

Work week will regularly exceed thirty-seven and a half hours. Occasional evening, weekend and holiday work may be required.

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.

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.