



Job Title: Island (Bureau) Director
Work Location: Island of Hawai'i Visitors Bureau
Waimea, Hawaii
Position Type: Full-time; Exempt (On-Site)
Reports To: Vice President, Islands

SUMMARY

The Island (Bureau) Director serves as HVCB's senior on-island leader and primary representative, responsible for managing relationships with county leadership, community partners, and industry members while ensuring disciplined alignment with HVCB's enterprise strategy as established by executive leadership, including the CEO, COO and Vice President, Islands.

The role leads island-based operations and staff, delivers high-quality partner and membership services, ensures fulfillment of contractual obligations, and supports the execution of on-island marketing and public relations initiatives in close coordination with central teams.

This position balances destination promotion with community stewardship and contributes to enterprise decision-making by elevating structured island-level operational intelligence through defined learning and reporting systems.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Perform other related duties as assigned or deemed necessary.

ROLE SCOPE & ENTERPRISE ALIGNMENT

The Island Director operates within a centrally defined enterprise strategy. strategy, brand positioning, messaging frameworks, and priority audiences are established at the enterprise level.

The role is accountable for disciplined execution, relationship stewardship, contractual delivery, and the structured elevation of operational intelligence through established learning, reporting, and synthesis cycles.

Strategic direction, brand meaning, and enterprise priorities are stewarded centrally on behalf of the organization as a whole, with the Island Director executing and advancing these priorities through operations and stakeholder engagement.

KEY RESPONSIBILITIES

Delivery of Partner, Contractual, and Membership Services

- Ensure delivery of all contractual service requirements (including HTA and county contracts) in accordance with agreed terms, timelines, and performance expectations.
- Serve as a key relationship contact for on-island industry partners and members in alignment with enterprise membership strategy.
- Support on-island membership events and initiatives to ensure a consistent, high-quality member experience.
- Identify and recommend prospective new members and partnership opportunities in coordination with central teams.
- Support onboarding, servicing, renewals, and engagement of members in partnership with the Membership team.

County & Government Relations

- Serve as HVCB's primary on-island point of contact with county leadership and agencies, in alignment with enterprise priorities.
- Coordinate county-level communications, briefings, and reporting to ensure timely, accurate island-level information flows to leadership.
- Monitor and elevate county priorities, policies, and issues impacting the visitor industry through formal reporting channels.
- Represent HVCB in county meetings, forums, and working groups as assigned, ensuring consistency with leadership direction.
- Support island-level coordination during crises in partnership with central communications and operations teams.

Island Operations & Leadership

- Lead and manage island-based staff, including membership and operations roles.
- Oversee island office operations, budgets, and administrative needs.
- Ensure island operations adhere to centrally defined enterprise standards, policies, and performance expectations while exercising local judgment within established guardrails.
- Participate in structured learning, synthesis, and feedback processes.

Cross-functional Coordination

- Partner with central team leaders to execute centrally defined strategies and plans; enterprise leads retain accountability for strategic direction and brand governance.
- Support execution of on-island marketing campaigns and public relations initiatives as directed by central teams.
- Collaborate with central teams to develop aligned annual island-level marketing, PR, and event calendars.
- Provide island insights, local context, and logistical coordination for campaigns, media visits, and activations.
- Identify opportunities to enhance island visibility and storytelling within approved narrative and brand frameworks.

Community Engagement & Stewardship

- Build and maintain trusted relationships with community organizations and local stakeholders.
- Identify and propose opportunities for deeper community engagement aligned with HVCB's mission and destination stewardship commitments.
- Support community initiatives consistent with enterprise cultural frameworks and standards.
- Serve as a listening post for community sentiment and elevate insights through structured learning systems.

SUCCESS IN THIS ROLE LOOKS LIKE

- Trusted relationships with county leaders, community partners, and industry members.
- Consistent, high-quality execution of on-island membership, marketing, PR, and contractual obligations.
- Clear, timely elevation of island-level operational intelligence.
- Strong member engagement and retention.
- Well-run island operations reflecting professionalism, accountability, and cultural respect.

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 understanding of county government, community dynamics, and visitor industry.
- Proven ability to build trusted relationships across diverse stakeholders including government, community, and industry partners.
- Strong communication, organizational, and people leadership skills.

- Ability to operate effectively within a centrally governed enterprise structure.

Education

- Bachelor's degree in business, communications, tourism public administration, or a related field, or an equivalent combination of education and experience.

Experience

- Leadership experience in tourism, community engagement, economic development, or a related field.
- Experience working cross-functionally with marketing, communications, membership, and operational teams.

DESIRED QUALIFICATIONS

- Experience working within complex, multi-stakeholder organizations.
- Familiarity with public-sector contracts and performance-based service delivery.
- Experience leading geographically distributed or island-based teams.
- Experience managing budgets and operational planning.
- Ability to translate execution insights into structured organizational learning.

WORKING CONDITIONS

Work Environment

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

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: \$113,000 - \$175,000 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.