



Job Title: Manager, Industry Membership Development
Work Location: Honolulu, Hawai'i
Position Type: Full-time; Exempt
Reports To: Senior Director, Member and Community Engagement

SUMMARY

The Manager, Industry Membership Development is responsible for expanding and strengthening the Hawai'i Visitors and Convention Bureau's statewide membership network. The role leads proactive outreach, recruitment, and relationship development with tourism businesses, industry partners, and community stakeholders across Hawai'i.

The position communicates the value of HVCB membership, converts prospective organizations into members, and helps ensure current members remain engaged with HVCB programs, initiatives, and opportunities. Through active relationships development across the visitor industry, the role helps strengthen the network of businesses and partners that support Hawai'i's visitor economy.

KEY RESPONSIBILITIES

Membership Development

- Leads recruitment of new members and serves as the primary relationship manager during the prospecting and onboarding phase.
- Identify and cultivate prospective members across Hawai'i's visitor industry and related sectors.
- Conduct outreach and presentations that communicate the value and benefits of HVCB membership.
- Convert prospective organizations into members and support membership upgrades where appropriate.
- Promote, package, and sell HVCB cooperative marketing programs and other value-added services to current and prospective members.
- Maintain an active pipeline of prospective members and track recruitment activity.
- Assist in developing membership outreach campaigns and initiatives that support membership growth.
- Prepare periodic reports on membership recruitment and engagement activity.

Member Engagement and Relationships

- Build and maintain a strong relationship with current and prospective members across the state.
- Serve as a primary point of contact for members seeking information about HVCB membership, programs, and opportunities.
- Represent HVCB at industry meetings, trade shows, and community events.
- Encourage member participation in HVCB programs, initiatives, and events.
- Maintain regular communication with members to reinforce the value of HVCB membership.

Membership Retention

- Support membership renewal efforts in coordination with the Membership Services and Operations team.
- Assist in addressing member questions or concerns to ensure positive member experiences.
- Identify opportunities to strengthen member engagement and long-term participation.

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

WHAT SUCCESS LOOKS LIKE IN THIS ROLE

Success in this role is demonstrated through the growth, engagement, and retention of HVCB's membership community and the strength of relationships built across Hawai'i's visitor industry.

Membership Growth

- Consistent recruitment of new members representing a broad range of Hawai'i's visitor industry.
- Development and maintenance of a healthy pipeline of prospective members.
- Successful promotion and participation in HVCB co-op marketing programs.

Strong Industry Relationships and Presence

- Positive, trusted relationships with tourism businesses, industry partners, and community stakeholders across the state.
- Members view HVCB as a valuable partner and platform for collaboration.
- HVCB maintains a strong presence at industry events and gatherings through active participation and relationship development.

Member Engagement and Retention

- Members are aware of and actively participating in HVCB programs, initiatives, and opportunities.
- Members understand the value of their membership and feel connected to the organization.
- Strong renewal rates supported by consistent engagement and positive member experiences.

MINIMUM QUALIFICATIONS

Skills and Knowledge

- Demonstrated ability to build strong professional relationships and communicate the value of HVCB membership to industry partner and stakeholders.
- Ability to work independently while collaborating effectively with colleagues across HVCB.
- Ability to manage multiple responsibilities in a fast-paced environment.
- Maintain a professional presence while representing HVCB and Hawai'i's visitor industry.
- Proficiency in Microsoft Office Suite and common digital communications and collaboration platforms.

Education

- Bachelor's degree from an accredited college or university, or equivalent professional experience.

Experience

- Minimum of 3-5 years of experience in sales, membership development, partnerships, business development, or industry relations.

Desired Qualifications

- Experience in hospitality, tourism, destination marketing, or related industries preferred.
- Experience working with CRM or membership management system desired.

- Understanding of Hawai'i's cultural, social, and community environment and the ability to engage respectfully with local communities and industry stakeholders.
- Knowledge of Hawaiian history, culture, and language preferred.

Working Conditions

- Ability to travel within the state as needed.
- Maintaining a valid driver's license and access to a personal vehicle for HVCB business.

Work Environment

- Professional office environment and regular interaction with industry partners, members, and community stakeholders.

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 occasionally lift and/or move materials up to 25 pounds.

Physical Requirements

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

SALARY RANGE: \$62,000 - \$94,000

COMPREHENSIVE BENEFITS PACKAGE INCLUDES:

- Medical, Dental, and Vision Insurance.
- Paid Vacation & Sick Leave
- Employer-Paid Life Insurance
- 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.