



Job Title: Manager, Membership Communications & Events

Department: Hawai'i Visitors & Convention Bureau
2270 Kalākaua Avenue, Suite 801
Honolulu, Hawai'i 96815

Reports To: Senior Director, Membership

FLSA Status: Exempt

SUMMARY

Primary responsibility is to drive membership engagement through the creation and execution of member communications and events. In addition, this person will assist with membership development and retention, customer service, sales campaigns, and administrative support.

ESSENTIAL DUTIES AND RESPONSIBILITIES Perform other related duties as assigned or deemed necessary.

COMMUNICATIONS

- Responsible for the design and production of print and digital member communications and publications
- Produce member communications to promote member initiatives, monthly updates, stakeholder news, and advertising opportunities.
- Generate, edit, and publish engaging content on member-related social media channels.
- Assist with content development and updating the corporate website and destination app.
- Assist with the development and dissemination of crisis-related information to members.

EVENTS

- Responsible for planning and execution of events, training, webinars, and meetings.
- Source, coordinate, and ensure execution of all logistical aspects, including venue selection, speaker identification, and coordination, call for proposals, print materials, communications, AV/Tech, etc.
- Create and manage event budgets.
- Lead all aspects of online and in-person event registration.
- Make travel and accommodation arrangements.
- Direct coordinator's workflow and processes as it pertains to training and events.

MEMBER AND COMMUNITY ENGAGEMENT

- Build relationships with current and prospective members to develop resources and gain an understanding of value perspectives and member needs.
- Responsible for developing relationships in the community, i.e., trade show participation, HVCB membership presentations, sponsorship promotion, industry events, non-profit education, etc.

STRATEGIC PLANNING

- Assist in designing and implementing a strategic business plan for short- and long-term department objectives.

ADDITIONAL RESPONSIBILITIES

SALES AND RETENTION

- Assist in membership, added-value services, upgrades, and advertising sales.
- Communicate benefits, costs, and advantages of membership and other opportunities.
- Assist in generating prospective member leads and member recruitment.
- Assist in creating and conducting sales presentations on various HVCB initiatives, membership benefits, and services.
- Communicate co-op marketing opportunities and upgrade of existing member program level.
- Assist in member retention by communicating the value of their membership.

GENERAL

- Strong written, presentation, and public speaking skills.
- Must be able to make independent decisions free from immediate direction or supervision.
- Strong customer service skills are essential. Prior sales experience is helpful.
- Close attention to detail, with the ability to manage multiple ongoing activities.
- Must have a pleasant personality and strong interpersonal skills, excellent organizational skills, comfortable working in a fast-paced environment, and able to prioritize tasks, meet tight deadlines, and manage multiple projects concurrently.
- Ability to perform administrative tasks, execute oral and written instructions, deal with daily office operations/situations, and work in a collaborative environment with internal and external customers.
- Team player able to foster relationships with Members, Employees, and other community leaders.

EDUCATION and/or EXPERIENCE

- Bachelor's degree from an accredited college/university; and/or two years of membership or event-related experience
- Experience in the hospitality, tourism, or customer service industries is ideal.
- Event planning and execution experience.
- Knowledge of Hawaiian history, culture, and language preferred.

Technical/Computer Skills

- Highly proficient in Microsoft Office Suite and other online platforms.
- Efficiently manage member database.
- Experience in website content management systems.
- Efficient in use of social media platforms.

Physical Demands

- The employee must occasionally lift and/or move up to twenty-five pounds.
- Must have use of personal vehicle and valid personal driver's license for use while on HVCB business. Current insurance and registration required.
- Must be free to travel as needed.
- Occasional nights and weekends will be required.

The above information in this description has been designed to indicate the general nature and level of work performed by an employee in this classification. It is not to be interpreted as a comprehensive inventory, of all duties, responsibilities, and qualifications of employees assigned to this job. Management has the right to add to, revise, or delete information in this description.