



**Job Title:** Manager, Public Relations  
**Work Location:** 2270 Kalākaua Avenue  
Honolulu, Hawai‘i 96815  
**Position Type:** Full-time; Exempt (On-Site)  
**Reports To:** Senior Director, Public Relations & Communications

## SUMMARY

The Public Relations Manager plays a central role in advancing content-forward, community-centered communications programs. Core responsibilities include coordinating and approving media requests and visits executed by Island Bureaus, managing key programs, developing and publishing destination content optimized for AI-driven search and discovery, and collaborating with partners statewide to source unique storytelling rooted in Hawai‘i’s people, place, and culture. The ideal candidate has strong writing and content development skills, familiarity with AI tools and generative engine optimization (GEO), a collaborative approach to working with partners, and a genuine commitment to community-centered storytelling. Comfort with data and performance measurement is essential.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serve as the central coordinator for media requests and visit approvals in conjunction with the PR agency, to include:
- Manage incoming media requests and vet opportunities with an emphasis on emerging media channels, ensuring alignment with HVCB messaging and cultural accuracy
- Review and approve media visit requests; maintain and update media visit protocol, procedures, and waivers
- Review media itineraries and expenses, tracking visit outcomes for earned media impact reporting
- Manage virtual and in-person media blitzes, including International Media Marketplace.
- Support the implementation of HVCB’s Earned Media AI Strategy, including content structuring for generative engine optimization (GEO), adoption of AI workflow tools, and monitoring how Hawai‘i narratives surface in AI-assisted travel planning.
- Assist in activating and maintaining HVCB’s Story Intelligence Collective on each island, supporting the identification of ambassadors, cultural practitioners, artisans, and small business voices for content and media programming.
- Support TV, streaming, and broadcast productions filmed in Hawai‘i in coordination with the PR agency and island partners.
- Lead editorial and content development for owned media channels and the GoHawaii media site, to include:
  - Write, edit, and publish destination content including news releases, feature stories, and short-form pieces structured for AI-driven discovery (GEO) using named local voices, proper nouns, and specific detail
- Support sales team by reviewing LinkedIn content and drafting support letters for bid books.
- Manage tools and technology supporting HVCB’s media program, including media database management, dynamic itinerary building, AI content tools, and media monitoring platforms.
- Work with other marketing team members as initiatives and programs overlap.
- Member of HVCB’s Crisis Communications Team.
- Represent HVCB/HTUSA at industry events and conferences.
- Manage invoices from PR agency, partners and media.
- Work with other agency partners – Brand, Social, Media as needed.
- Perform other tasks and duties as assigned or deemed necessary.

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.

## **MINIMUM QUALIFICATIONS**

### Education

- Bachelor's degree from accredited college/university; and/or 4–6 years related experience and/or training or an equivalent combination of education and experience is required.

### Skills and Knowledge

- Must be a self-starter that can work both independently and collaboratively to meet objectives.
- Ability to work effectively in a fast-paced environment while prioritizing competing responsibilities and managing multiple deadlines.
- Strong attention to detail, organization, and time management skills.
- Excellent verbal and written communication skills with the ability to effectively interact with co-workers, members, clients, and the public.
- Strong presentation and business writing skills, including the ability to prepare reports and professional correspondence.
- Solid working knowledge of public relations best practices earned media strategy and Hawai'i's travel industry.
- Ability to read, analyze, and interpret data.
- Strong problem solving, analytical, reasoning, and sound judgment skills.
- Intermediate to advanced proficiency in Microsoft Office Suite, including Word, Excel and PowerPoint.
- Working knowledge of content management systems (CMS), media monitoring platforms, and AI-powered writing and research tools.
- Intermediate to advanced writing skills across multiple formats, including news releases, feature stories, short-form digital copy and data informed impact reports.
- Ability to adapt writing style for AI-optimized publishing formats and evolving digital communication channels.
- Reading and writing proficiency in English required.

### Experience

- Experience utilizing public relations strategies, earned media practices, and content development within travel, tourism, hospitality, or related industries.
- Experience using enterprise software, CMS platforms, media monitoring systems, and AI-supported communication tools in a professional environment.

## **DESIRED QUALIFICATIONS**

- Familiarity with AI writing tools, generative engine optimization (GEO) principles, and emerging AI-supported communication practices.
- Experience adapting communications content for AI-driven search, publishing, and content distribution environments.
- Ability to provide writing samples demonstrating a range of communication styles and formats.

## **WORKING CONDITIONS**

### Work Environment

- Professional office environment.
- Regular attendance in the island office and at on-island meetings.

## Work Hours

- Full-time; non-exempt position. Regular and predictable attendance is an essential requirement of this role.
- Work hours may occasionally extend beyond standard business hours, including evenings or weekends, based on events, meetings or operational needs.
- Inter-island travel may be required on a limited basis.

## 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 meet the physical demands outlined above with or without reasonable accommodation.

**SALARY RANGE:** \$61,000–\$90,000 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 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.