



Job Title: Sales Manager
Department: Island of Hawai'i Visitors Bureau
Work Location: 62-3595 'Āmaui Drive
Waimea, Hawai'i 96743
Reports To: Executive Director

SUMMARY

Responsibilities include but are not limited to serving as an on-island representative on behalf of Hawai'i Tourism Authority for visitor education, visitor industry engagement, and related public relations activities. The Island of Hawai'i team serves as advisors to the HTA on Hawai'i Island, collaborating with the HTA's Global Marketing Teams (GMT), including HTUSA, to develop and implement programs with itineraries that are welcoming to mindful visitors. This position reports to the Executive Director and works with the IHVB Director of Sales to develop a calendar of travel to the HTA's major market areas to provide island-based visitor education support during promotions, trade shows, and missions. The team coordinates with local government/designated organizations regarding crisis management, as it relates to visitors and/or the visitor industry.

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

Able to manage all projects and programs independently both on-island and in-market (domestically, and internationally). This includes but is not limited to:

- Financial:
 - Responsible for accurate forecasting and managing the budget for assigned programs/projects following HVCB's financial protocols/policies.
 - Review/approve banquet BEOs and other contractual agreements for FAMs and programs.
 - Travel:
 - Responsible for booking travel (air, accommodations, etc.) under HVCB travel policies.
 - FAMs:
 - Create and implement FAM itineraries in line with HTA's Pillars, Mālama Hawai'i, and the County Tourism Strategic Plan (TSP). Work with the GMT to determine best FAM dates and secure FAM activities by partner outreach, etc.
 - Messaging/Education:
 - Create presentation materials in line with HTA's four pillars, and/or Mālama Hawai'i. For international programs, be able to present materials/messaging to various audiences (consumer, travel trade, MCI, and media). Provide GMTs with any materials/resources they require.
 - Prepare and ship logo items and island collateral (fact sheets, maps, etc.)
 - Select and purchase amenities for VIP programs/events, support "buy local" whenever possible
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- Working knowledge/familiarity with both leisure and MCI markets. Monitor/share sales trends with the IHVB team. Network with Hawai'i Island partners.
 - Work closely with the Director of Sales to develop, organize, update, and share a FAM/travel calendar determining a work-balanced work environment for both sales representatives that supports all GMT pre-planned and/or presented activities (on-island and in-market).
 - Responsible for visitor education through sales channels (leisure and MCI) to support Hawai'i Island initiatives with a priority to support the HTA's current Global Marketing Team "GMT" contractors in the USA, Canada, Japan, Oceania, Korea, China, and Europe. This also includes visitor education support for other HTA contractors, e.g. Meet Hawai'i and Access Cruise.

- Work with the IHVB team to support the County of Hawai'i Tourism Strategic Plan (TSP) through sales initiatives whenever possible. This *may* include County supplemental funding, in which case, the sales manager is responsible for proposing programs for consideration and implementing approved programs.
- Assist Hawai'i Island partners and DMCs with on-island sales support for non-GMT FAMS that may include meet/greet, transportation services, sponsorships of activities, meals, etc., and presentations.
- Contribute to monthly forecast/budget meetings. Complete any other financial reports (expense reports, in-kind, accruals, etc.) by the deadline dates specified.
- Prepare and report sales manager activity as requested by the Executive Director and Director of Sales – e.g. leisure, MCI report, international activities, County.
- Has the financial acumen to manage and be fully responsible for approved budgets per company policy. Manage other financial activities as directed by the Executive Director.
- Be familiar with HTA / HVCB tools and use them, e.g. Ma'ema'e Toolkit, Destination Specialist program (travel trade), websites (consumer, meetings, agents, etc.), Knowledge Bank, Simpleview, Pono Pledge, Sensitive Destinations, etc. Be familiar with the Hawai'i Island Destination Management Action Plan culling appropriate information that pertains to your markets.

EDUCATION and/or EXPERIENCE

- Associate of Arts degree or equivalent education/work experience.
- Must have excellent writing skills and phone etiquette.
- Ability to prioritize and organize multiple tasks simultaneously.
- Ability to work independently, and as a team.
- Ability to deal with the public/community and co-workers courteously and tactfully.
- Demonstrated knowledge of the island of Hawai'i, and the tourism industry in general

OTHER REQUIREMENTS

- Proficiency in the use of Office 365 including Outlook, Word, Excel, PowerPoint, MIS TEAMS, ZOOM, Simpleview.
- Must be able and willing to travel, as necessary, to fulfill job responsibilities, including international travel.
- Must have a valid driver's license, insurance/registration, access to a personal vehicle and a valid passport.

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.