



**Job Title:** Senior Manager Travel Industry Partnerships  
**Department:** Travel Trade  
**Work Location:** 2270 Kalākaua Avenue, Suite 801  
Honolulu, Hawai'i 96815  
**Salary Range:** \$55k - \$85k Annually  
**Reports To:** Senior Director Travel Industry Partnerships

## **SUMMARY**

Manages implementation of HVCB's travel trade events and marketing initiatives in the U.S. market. Builds and maintains relationships with local and national partners and vendors, works together with industry partners, and acts as HVCB liaison with contractors and partners. Collaborates with Senior Director, Travel Industry Partnerships in development of HVCB's annual brand marketing and management plan (BMP), budget, and marketing and event calendar. Manages execution of assigned areas of responsibility independently.

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

## TRAVEL TRADE MARKETING

- Project Manager for HVCB database with Northstar and TA Connect to include data collection, definition, strategy, project facilitation and tracking, reporting, and oversight of budget and invoice processing
- Manages contractor(s) delivery of established initiatives as it relates to HVCB travel trade website [agents.gohawaii.com](http://agents.gohawaii.com) including reviewing website content, ensuring content of training courses are relevant and updated, collateral fulfillment, functionality and reporting including ongoing review and updating of website content as needed.
- Develops and implements communication plan to include development of contact strategy, coordination of messaging/content with Marketing, and development/delivery of push/triggered emails via Northstar and TA Connect.
- Develops measures of success analyzing Northstar monthly reporting and dashboard targets through crafting an integrated strategy for advisor outreach.
- Responsible for working with travel professionals responding to questions/problems on agent's website via phone and email.
- Responsible for reviewing trade-specific content for the Expressly for Travel Professionals e-newsletter
- Responsible for management and review of Central travel trade activities, and Island Chapter submissions pertaining to firmwide events and submission of all HTA reports including KPIs and monthly, mid-year, and annual reports in collaboration with Sr. Director and Island Chapter Directors.
- Collaborates in the development of marketing and educational content, for trade programs and events.
- Responsible for management, selection, and development of Travel Trade amenities, print and digital resources, and banners/signage. Facilitates integration of Island Chapters in major sales, marketing, and training initiatives/events

## CONSORTIA MARKETING

- Collaborates with the Sr. Director Travel Industry Partnerships, Sr. Director of Advertising & Marketing Programs, consortia partners, and agencies as needed, for execution of consortia marketing plans including reviewing partner agreements, providing content recommendations, and managing timelines to run dates and tactic production specs, submitting assets, reviewing proofs, providing edits and/or approval and collecting final executions.
- Manage shared Google doc with specs, due dates, and final files
- Analyzes program performance and makes recommendations for future plans.

## STATEWIDE INDUSTRY COPPERATIVE MARKETING

- Collaborates with Sr. Director of Marketing with Statewide Co-op Marketing Program.
- Manage the production of program landing pages including collection and upload of partner-provided assets to Google Drive for agency use, development of partner creative units with developer, and tracking of submissions to timelines.
- Build activity partner units and liaise with Membership
- Update program asset collection forms, unit examples and/or partner production decks, submit payment vouchers as needed/requested

## TRAVEL TRADE TRAINING

- Collaborates with the Sr. Director Brand and Island Chapter Directors in the design, planning, and execution of The Hawai'i Destination Specialist and Island Specialist content updates. This includes online curriculum and offline delivery to include management of contractor deliverables.
- Ensured all training materials and presentations are updated, and stock levels are adequate.

## EVENTS

- Responsible for planning and execution of firmwide events and meetings.
- Develops and maintains overall travel trade event calendar for department including Island Chapter initiatives
- Responsible for in-person event organization including, event registration, communication with event organizers, collateral /amenity orders/shipments, florals, entertainment, processing all event and Fed Ex invoices, and compiling and submitting contact lists for event follow up for assigned events. Also assists with virtual event booth design and submission of resources as needed.
- Leads planning and execution of educational blitz events throughout the US. Acts as on-site event manager for HVCB Educational Blitz Events. Confirms blitz cities and venues with input from Market Insights, Central team, and Island Chapters.
- Secures participation of Hawaii-based and mainland partners to attend HVCB-led blitz events.
- Assumes complete responsibility to manage sales blitz event planning to include partner communication, attendee invitations, registration, banquet menus, collateral and amenity shipments, prize giveaways, centerpieces, securing speaker(s) and/or entertainers, AV arrangements, and invoicing and securing partner payments prior to events.
- Develops partner exhibitor kits, aggregates slides and logos. Compiles into overall destination presentation
- Creates and manages event budgets.
- Responsible for selection of entertainers and speakers in collaboration with Sr. Director of Brand and manages contracts, travel arrangements, event schedule/organization.
- Reviews and ensures expenses do not exceed budget and tracks all major initiative expenses according to established codes at Central and Island Chapter level. Processes and/or pays all event invoices via corporate credit card or payment vouchers. Maintains updated partner contact list.

## **EDUCATION and/or EXPERIENCE**

- Bachelor's degree in related field, or minimum of two years related experience and/or training or equivalent combination of education and experience required
- Pleasant personality and exceptional interpersonal communication skills, both verbally and written
- Outstanding organizational skills and ability to manage multiple projects concurrently is required; previous negotiation skills, especially in dealing with cost/pricing and experience using database software is strongly preferred
- Must have a good understanding of Hawaii's tourism industry and distribution system
- Ability to perform clerical and administrative tasks, understand and follow oral and written instructions, dealing with daily office operations/situations

## Work Environment

- While performing the duties of this job, the employee works in an air-conditioned office, performing light physical work, including reaching, kneeling, lifting up to 25 pounds. Must be able to travel.
- Access to automobile, valid driver's license with satisfactory driving record and current auto insurance required.