



Job Title: Senior Director, Destination Education, Culture & Community Engagement
Work Location: 2270 Kalākaua Avenue
Honolulu, Hawai'i 96815
Position Type: Full-Time; Exempt; On-site
Reports To: President & Chief Executive Officer

SUMMARY

Leads the design, development, and implementation of Hawai'i's destination education and cultural engagement strategy, ensuring Native Hawaiian values, 'ike, and broader local Hawai'i values are meaningfully integrated across HVCB's organizational practices, visitor engagement systems, industry partnerships, and community relationships.

This role establishes the cultural and educational frameworks that guide how Hawai'i is represented, experienced, and stewarded across HVCB and its partner ecosystem. The Senior Director translates these frameworks into scalable programs, engagement models, educational platforms, and industry-facing initiatives that support stewardship objectives, organizational alignment, community participation, and long-term business diversification.

The role serves as both a strategic architect and operational builder, responsible for establishing and operationalizing the foundational systems, practices, and implementation pathways that support HVCB's destination education function. This position requires a leader who can operate effectively across both strategic development and hands-on execution while helping shape the long-term growth, structure, and scalability of the function.

CORE ACCOUNTABILITY

The Senior Director is accountable for establishing and operationalizing destination education systems that strengthen cultural alignment, community engagement, visitor understanding, and industry participation across Hawai'i's tourism ecosystem. This includes designing foundational frameworks, building operational systems, creating implementation pathways, and driving early-stage execution across cultural education, stakeholder engagement, organizational learning, and destination education platforms.

The role is responsible for balancing cultural integrity, organizational adoption, measurable performance, operational sustainability, and long-term scalability while building the foundation for a future enterprise-wide function.

PRIMARY RESPONSIBILITIES

- Establish and maintain destination education frameworks grounded in Native Hawaiian values, 'ike, and local Hawai'i perspectives in collaboration with cultural practitioners and community leaders.
- Define standards for cultural representation, destination knowledge, and respectful visitor engagement across HVCB, partners, and industry touchpoints.
- Design and operationalize foundational systems, engagement models, implementation processes, and organizational practices that support destination education initiatives.
- Lead the development and operationalization of destination education platforms, engagement models, and industry-facing services.
- Design, establish, and support business diversification and revenue generation opportunities connected to Destination Education and other culture-related initiatives.

- Monitor adoption, effectiveness, ROI, and long-term impact of destination education initiatives using performance data, stakeholder feedback, and operational insights.
- Build and maintain trusted relationships with Native Hawaiian practitioners, local community leaders, and organizations across Hawai'i.
- Design structured opportunities for HVCB staff and partners to participate in community initiatives, volunteer efforts, and cultural engagement activities.
- Integrate destination education principles into visitor, resident, and partner experiences across digital, physical, and on-island touchpoints.
- Oversee development and quality of educational content, curriculum, training materials, and engagement resources.
- Collaborate cross-functionally with marketing, membership, strategy, and operations teams to integrate education and engagement priorities into enterprise initiatives.
- Help shape the long-term operating structure, capabilities, and future scalability of the destination education function.

Decision Scope

- Defines destination education and cultural engagement frameworks and standards for HVCB.
- Approves cultural and educational content, learning materials, and engagement approaches.
- Influences enterprise-wide integration of educational and cultural initiatives across visitor and industry experiences
- Shares responsibility with internal stakeholders for partner adoption, implementation, and organizational alignment.

Success Measures

- Successful establishment and operationalization of foundational destination education systems and practices
- Adoption and integration of destination education frameworks across HVCB and partner ecosystems
- Strength and consistency of community relationships and engagement
- Demonstrated improvement in visitor alignment with cultural and stewardship expectations.
- Growth and effectiveness of destination education platforms, engagement systems, and industry participation.
- Internal staff participation and progression in cultural competency.
- Contribution of destination education initiatives to organizational diversification, sustainability, and long-term enterprise value.
- Development of scalable operational frameworks that support future organizational growth.

Future Organizational Scope

This role is intended to establish the long-term foundation for a scalable destination education and engagement function, with future growth potential across:

- Cultural & Educational Systems
- Engagement & Experience Design
- Community & Industry Development
- Workforce & Leadership Pathways
- Destination Education Platforms & Services

To perform this role successfully, an individual must be able to perform the essential duties outlined below. The requirements listed are representative of the knowledge, skills, and abilities needed. Reasonable accommodations are available to enable individuals with disabilities to perform these functions.

MINIMUM QUALIFICATIONS

Education

- Bachelor's degree in education, cultural studies, Hawaiian studies, public administration, hospitality, or related field required, advanced degree preferred.

Experience

- Experience leading education, engagement, experience design, cultural programming, or community-based initiatives.
- Demonstrated ability to design, build, and operate scalable systems, programs, and organizational practices.
- Experience working across executive leadership, community stakeholders, industry partners, and cross-functional teams.
- Comfortable operating within evolving organizational structures and building functions with limited existing infrastructure.

Skills and Knowledge

- Deep understanding of Native Hawaiian culture, values, protocols, and community engagement practices.
- Strong knowledge of local Hawai'i communities, cultural context, and stewardship principles.
- Ability to operate effectively in both strategic leadership and direct implementation environments.
- Strong facilitation, communication, and relationship-building skills.
- Strategic systems thinker with the ability to balance long-term vision, operational execution, and measurable performance.
- Demonstrated leadership presence, sound judgment, and ability to navigate culturally sensitive environments with integrity and accountability.

WORKING CONDITIONS

Work Environment

- Professional office environment with frequent engagement in community, partner, and government settings.
- Regular attendance at meetings, events, and forums across the island.
- Ability to travel throughout the Hawaiian Islands as required for community engagement, partnership development, and program implementation.

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 lift and carry materials weighing 15-25 pounds on an occasional basis.

Physical Requirements

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

Salary Range: \$130,000 - \$180,000 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 based on 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.