



Job Title: Vice President, Islands
Work Location: O'ahu, Hawai'i
Position Type: Full-time; Exempt
Reports To: Chief Operating Officer

SUMMARY

The Vice President, Islands provides enterprise leadership and operational oversight for HVCB's island-based teams across the State of Hawai'i. This role ensures that enterprise strategy, standards, and priorities are translated into coordinated, consistent execution across all island offices.

The Vice President, Islands leads Island Directors, integrates island activities with central HVCB functions, and ensures that island teams operate with professionalism, accountability, and alignment with enterprise goals. The role provides senior stewardship of county, industry, and community relationships across the islands, ensuring engagement reflects respect for Native Hawaiian culture and the distinct identity of each island.

A core responsibility of this position is synthesizing island-level intelligence, community sentiment, industry insights, operational realities, and stakeholder feedback into clear strategic signals that inform executive leadership and enterprise decision making.

KEY RESPONSIBILITIES

Island Leadership and Oversight

- Lead, coach and support Island Directors as the senior on-island leaders and representatives of HVCB.
- Ensure consistent operating standards, service quality, and performance expectations across all island bureaus.
- Serve as the senior escalation point for island-level operational issues, stakeholder matters, and cross-island coordination.
- Promote collaboration, shared learning, and operational consistency across island teams.
- Provide interim leadership oversight for island operations when an Island Director position is vacant, ensuring continuity of operations, stakeholder engagement, and enterprise alignment until the role is filled.

Strategic Alignment and Execution

- Translate enterprise priorities and statewide initiatives into coordinated island-level execution.
- Ensure island activities align with HVCB policies, enterprise standards, brand frameworks, and annual operational plans.
- Partner with the COO and executive leadership to integrate island execution into enterprise planning cycles.
- Monitor implementation progress across islands and ensure delivery of key organizational priorities.

Cross-Functional Enterprise Integration

- Coordinate closely with central HVCB teams including Marketing, Communications, Public Relations, Membership, MCI, Destination Education, Strategy, Finance and Operations.

- Ensure clarity of roles, responsibilities, and operational handoffs between island teams and central departments.
- Facilitate coordinated planning and execution of on-island campaigns, programs, media initiatives, education programs, and visitor engagement initiatives.
- Ensure effective coordination between island offices and enterprise functions, resolving operational issues before escalation is required.

Community, Industry and Government Engagement

- Provide senior oversight of HVCB's relationship with county governments, agencies and civic leaders across the islands.
- Guide Island Directors in managing relationships with industry partners, nonprofit organizations, and community stakeholders.
- Ensure island engagement reflects respect for Native Hawaiian culture, local community values, and the distinct cultural identity of each island.
- Represent HVCB in select county, industry, and community settings as needed.

County Partnerships and Resource Stewardship

- Support the development and stewardship of county partnerships that fund island-level marketing, public relations, and promotional initiatives.
- Collaborate with county partners to align tactical initiatives with shared priorities and measurable outcomes.
- Ensure county supported programs are executed effectively and reported on with accountability and transparency.

Learning Systems and Strategic Signal

- Establish and maintain systems for capturing and synthesizing island-level intelligence, community feedback, and operational insights.
- Translate local insights into structured strategic signals and recommendations for executive leadership.
- Partner with Strategy, Intelligence, and Operations teams to integrate island learning into enterprise decision making and planning.

Operational and People Leadership

- Oversee island operational performance, staffing alignment, and resource allocation in partnership with the COO and Operations leadership.
- Support budget planning, fiscal discipline, and operational accountability across island offices.
- Develop island leadership capacity through coaching, performance management, and succession planning.
- Foster a culture of accountability, collaboration, continuous improvement, and respect for island communities and cultures.

To perform this role successfully, an individual must be able to perform the key responsibilities 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.

WHAT SUCCESS LOOKS LIKE

- Island teams operate consistently and in alignment with enterprise priorities.
- Island Directors function as confident, trusted leaders with strong county and industry relationships.
- Island offices deliver coordinated marketing, PR, education, and engagement initiatives with professionalism and accountability.

- County partnerships are strong, collaborative, and produce meaningful initiatives and resources.
- Executive leadership receives timely, synthesized strategic signals and insights from island teams.
- Island operations reflect professionalism, cultural respect, and disciplined execution.

QUALIFICATIONS

Leadership Competencies and Experience

- Senior leadership experience in tourism, destination management, economic development, community engagement, or a related field.
- Demonstrated success leading geographically distributed teams and multi-site operations.
- Strong understanding of Hawai'i's visitor industry, county government structure, and community dynamics.
- Demonstrated cultural awareness and respect for place, including familiarity with Native Hawaiian history, cultural practices, and community perspectives.
- Proven ability to build trusted relationships and navigate complex stakeholder environments, including public-sector partners, industry leaders, and community organizations.
- Ability to align diverse teams and stakeholders around shared objectives and enterprise priorities.
- Strategic and operational leadership skills, with the ability to translate enterprise strategy into effective island-level execution.
- Exceptional communication and relationship management skills with the ability to synthesize local insights

Education

- Bachelor's degree in business, tourism management, communications, or a related field.

DESIRED QUALIFICATIONS

- Experience working within Hawai'i's visitor industry or a destination management organization.
- Established relationship with Hawai'i tourism, government, and community stakeholders.

Working Conditions

- Frequent inter-island travel required to support island offices, stakeholder engagement, and operational oversight.
- Maintaining a valid driver's license and access to a personal vehicle for HVCB business.

Work Environment

- Professional office environment.
- Regular attendance at meetings, events, and conferences.
- Frequent inter-island travel required to support island offices, stakeholder engagement, and operational oversight.

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 to approximately 25 pounds on an occasional basis.

Physical Requirements

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

SALARY RANGE: \$153,000 to \$225,000 per year

COMPREHENSIVE BENEFITS PACKAGE INCLUDES:

- Medical, Dental, and Vision Insurance.
- Paid Vacation & Sick Leave
- Employer-Paid Life Insurance
- 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 a 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.