

HTA SENIOR BRAND MANAGER

Position Description

I. IDENTIFYING INFORMATION

Class Title:	HTA Senior Brand Manager
Position Number:	107927
Department:	Business, Economic Development & Tourism
Division/Agency:	Hawai'i Tourism Authority
Branch (Office):	N/A
Section:	N/A
Unit:	N/A
Geographic Location:	O'ahu

II. INTRODUCTION

This position is located in the Hawai'i Tourism Authority, which is administratively attached to the Department of Business, Economic Development, and Tourism (DBEDT). The HTA was established by Act 156, Session Laws of Hawai'i, 1998 (Chapter 201B, HRS). As the lead entity and advocate for the tourism industry, the HTA formulates and implements short- and long-range tourism policies and plans, coordinates all agencies, and advises the private sector on tourism-related activities, conducts market development-related research, establishes public informational programs, monitors complaints, and develops and implements the state's tourism marketing and promotional plan and efforts.

The incumbent of this position has the responsibility of: supervising the work of Tourism Brand Managers; coordinating initiatives and programs for assigned markets; overseeing the planning and organizing of tourism-related market research; and overseeing the preparation of current and long-range plans on matters concerning the development of a regenerative tourism model for the State of Hawai'i. As directed by the *Hawai'i Tourism Authority Strategic Plan: 2020-2025*, initiatives and programs benefiting Hawai'i's tourism industry include:

- Natural resource programs
- Hawaiian culture programs
- Community initiatives
- Brand management and marketing

III. MAJOR DUTIES & RESPONSIBILITIES

A. Brand Management

50%

1. Actively participates and provides direct input into the HTA's natural resource, Hawaiian culture, community, and branding activities. This includes assisting in the coordination and implementation of programs that are designed to support these activities.
2. Works directly with the public, communities, nonprofits, government agencies and other stakeholders as part of the overall function and support of the HTA's involvement in natural resources, Hawaiian culture, community, and branding activities.
3. Ensures that the HTA's support of natural resources, Hawaiian culture, community, and branding are incorporated into actions and activities that support the overall direction of the organization.
4. Works with Chief Brand Officer and Brand Managers to build understanding and awareness within and between the Hawaiian and multicultural communities, industry, government agencies, and visitors through communication, issue management, and conflict resolution.
5. Oversees interactions with the HTA's marketing partners to ensure that: (a) they are thoroughly briefed on HTA's current and long-range plans on matters concerning the development of a regenerative tourism model for the State of Hawai'i; (b) HTA's marketing partners are encouraged and supported in their efforts to meet the requirements of HTA's plans; and (c) Hawai'i receives optimum representation in the market.
6. Oversees marketing initiatives that are initiated by the HTA's marketing partners who represent Hawai'i. Works with Tourism Brand Managers to analyze the HTA marketing partners' strategies, with an understanding of current market trends as they relate to HTA's stakeholders (Hawaiian and multicultural communities, industry, government agencies, and visitors).
7. Participates in trade shows, familiarization tours, stakeholders' meetings, seminars, conferences, and workshops
8. Actively participates in HTA board meetings and other industry-related meetings in support of overall marketing efforts of the HTA.

9. Provides managerial oversight of HTA's marketing partners' contracts, budget expenditures, and management of funds that are allocated to the HTA marketing partners, which includes, but is not limited to: (a) the evaluation of programs and the return on investment; (b) adherence to and implementation of HTA's current and long-range plans on matters concerning the development of a regenerative tourism model; and (c) consideration of airlift, product offerings, fuel surcharges, and other market variables and factors affecting the programs and return on investment.

B. Tourism Market Research

10%

1. Attends meetings dealing with tourism research and planning matters to determine needs, coordinate plans and projects, and avoid duplication of efforts.
2. Monitors research and planning studies. Provides guidance to Tourism Brand Managers on areas needing further analysis and study.
3. Oversees work plans and contracts for research and planning studies, including scope of work and objectives, data sources, and research methodology; work schedules; required resources; and reporting requirements. Oversees work with researchers of public and private organizations to obtain their cooperation, participation, support, and involvement.
4. Works with Tourism Brand Managers on analysis of data and interpretation of findings.
5. Participates in the coordination and preparation of reports of findings and recommendations, as well as issue papers. Works with Tourism Brand Managers to present findings on major tourism issues and problems in the industry.

C. Tourism Market Planning

10%

1. Develops and maintains an understanding of the principles and practices within the tourism policy area for the overall market, as well as specific market areas, as assigned.
2. Works with Tourism Brand Managers to monitor, analyze, and identify tourism information and trends within the State of Hawai'i, worldwide, and in specific market areas, as assigned.

3. Oversees assessment of relevant stakeholder comments and concerns. Oversees creation of venues to communicate with stakeholders, such as: (a) meetings relating to Destination Management Action Plans; (b) the Hawai'i Tourism Authority's Tourism Conference and Market Update; and (c) Stakeholders meetings. Oversees development of presentations that communicate conditions in the market.
4. Oversees data collection and analysis, preparation of reports of findings and recommendations for discussion, and incorporation of the information into the long-range tourism plan.

D. Supervision and Management 25%

1. The Senior Tourism Brand Manager supervises employees assigned to his/her brand management team. This includes: planning and directing the work of other employees; assigning and reviewing their work; advising them on difficult problems; timing and scheduling their work; contract management and oversight, and training and development of employees.
2. Advises HTA Chief Brand Officer, Chief Administrative Officer and HTA President and Chief Executive Officer on the development of policies or procedures for the management and performance of employees. Makes recommendations on hiring and performance management.

E. Other Duties 5%

Performs other related duties and responsibilities as assigned by the Chief Brand Officer or the HTA President and Chief Executive Officer.

100%

IV. CONTROLS EXERCISED OVER THE WORK

A. Supervisor:

Position No.: 107925

Class Title: HTA Chief Brand Officer

B. Nature of Supervisory Control Exercised Over the Work.

1. **Instructions Provided.**

The incumbent of this position functions under the general direction of the HTA Chief Brand Officer, position no. 107925, and is expected to carry out work assignments without the need to obtain specific instructions. The incumbent is expected to exercise independent judgment when carrying out tasks.

2. **Assistance Provided.**

Supervision received is nominal, consultative, and limited. Under broad and extensive guidelines, the incumbent of this position exercises discretion and judgment in carrying out the duties and responsibilities of the HTA. The employee takes care of all aspects of the work independently but informs the Chief Brand Officer and the HTA President and Chief Executive Officer when unforeseen events or circumstances require significant changes, such as changing market trends, goals, objectives, or priorities.

3. **Review of Work.**

The employee has the authority to make commitments, limited only by the constitutional and statutory mandates provided under all applicable State, Federal, and County laws, rules, and directives, State administrative policies, and directives issued by the HTA Brand Officer and the HTA President and Chief Executive Officer. However, if a proposed action or projected tourism trend or issue requires the establishment of a new precedent, policy, goal, objective, or direction for the HTA Board of Directors, staff, or tourism marketing for the State of Hawai'i, the employee shall confer and work with the HTA Chief Brand Officer and HTA President and Chief Executive Officer on the proposed action, trend or issue.

C. Nature of Available Guidelines Controlling the Work.

1. **Policy and Procedural Guides Available.**

Guidelines include a broad range of legal standards and requirements, statewide government executive and administrative policies, procedures, and objectives, including the HTA's enabling statutes under the Hawai'i

Revised Statutes, Chapter 201B, and its implementing rules, policies, and procedures; and other applicable State, Federal, and County laws, rules, and directives.

2. Use of Guidelines.

Procedural guidelines may cover certain technical aspects of the work. The employee must know and apply such guidelines.

V. MINIMUM QUALIFICATIONS

A. Knowledge:

- General knowledge and understanding of the Hawaiian culture, natural resources, community programs, and branding
- Experience with project management; communication principles; principles and practices of writing business and strategic plans, proposals and project/program evaluations; and knowledge and application of culturally sensitive issues as they relate to the tourism industry and Hawai'i.
- Working and/or applied knowledge in travel industry management, business administration, research, planning, and statistical analysis work.
- Work experience should demonstrate experience in research, writing, and legislative matters.
- Must be conversant with the digital age and use of new communication media in the dissemination of information and research findings.

B. Skills/Abilities:

- Exhibits leadership in community outreach and work with various stakeholders, community representatives, cultural practitioners and experts.
- Demonstrated ability to gather various facts, recognize and analyze issues and problems, and recommend solutions to complex and sensitive problems or situations.
- Ability to analyze, organize and draft comprehensive marketing plans, programs, and recommendations. Ability to review, analyze, evaluate, and critique tourism marketing plans and public relations campaigns, including the ability to make recommendations for the effective implementation of such plans and campaigns. Ability to interpret and analyze contract terms and provisions.
- Possesses effective and satisfactory oral and written communication skills. Able to conduct presentations before individuals and private and public groups.

- Ability to maintain a multi-task-oriented workload and deal tactfully with stakeholders and others.
- Capable of executing the policies adopted by the HTA Board of Directors, and directives issued by HTA President and Chief Executive Officer and HTA Chief Brand Officer. Capable of analyzing marketing plans and programs, various facts and issues, and public relations campaigns.
- Ability to deal tactfully with employees and others. Must possess the ability to deal satisfactorily with workers and operating personnel and to recognize operational problems within the staff organizational structure.

C. Education:

A bachelor's degree from a four (4)-year accredited college or university with major study in travel industry management, business administration, marketing, communications, management, or a related field. Subject to review and approval by the HTA Chief Brand Officer, Chief Administrative Officer and the HTA President and Chief Executive Officer, work experience may be used as a substitute for education.

D. Experience:

Five (5) years of progressively responsible experience in one (1) or any combination of professional work experience in travel industry management, event production and promotion, communications, management, advertising, or marketing. Must have proven experience in project management and coordination. The HTA Chief Brand Officer, Chief Administrative Officer and HTA President and Chief Executive Officer may allow any substitution for experience.

E. Required Licenses, Certificates, etc.:

Valid Hawai'i Driver's License

VI. DESIRABLE QUALIFICATIONS

A. Hawaiian Culture:

Working and/or applied knowledge of the Hawaiian culture, Hawaiian language, Hawaiian history, and the Hawaiian communities; Hawaii's multicultural communities; social, economic, and cultural aspects of Hawaii's visitor industry.

B. Natural Resources:

Working and/or applied knowledge of environmental, natural resources, sustainability, climate and other related experience on issues and impacts. Specialization in tourism sustainability and regenerative tourism is desirable.

C. Community Programs

Working and/or applied knowledge of community programs that help to enrich both visitor and residents' quality of life and overall experiences.

VII. EQUIPMENT, MACHINES, TOOL, VEHICLES USED

Personal computer and peripheral equipment, software, calculator, telephone, scanner, copying machine, facsimile machine, and other related office machines, equipment, and tools.

VIII. PHYSICAL REQUIREMENTS

- **Pushing/Pulling:** Occasional pushing/pulling is required when the employee is using hand truck to move files or office supplies. Force pounds were estimated to be up to 25 pounds.
- **Lifting/Carrying:** Occasional lifting/carrying is required when the employee is moving files, boxes, and office supplies. Force pounds were estimated to be up to 25 pounds.
- **Sitting:** The employee sits constantly at a workstation or desk.
- **Standing/Walking:** Alternate standing and walking is performed occasionally when employee is walking to make copies at the copying machine, faxing documents, meeting with clients, or going to assist others in the Company.
- **Climbing:** Climbing is performed when the employee needs to climb onto a step stool to reach items on shelves.
- **Bending/Stooping/Crouching:** Forward torso bending, stooping and crouching may be a preference of the employee when reaching or material handling at lowered work surfaces, and/or reaching for items on the lower shelves.
- **Squatting/Kneeling:** These techniques can be used by the employee when performing lifting, carrying, or with position tolerance tasks. Squatting/kneeling can be applied up to 1/3 of the workday.