

HTA BRAND MANAGER
Position Description

I. IDENTIFYING INFORMATION

Class Title:	HTA Brand Manager
Position Number:	121056
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 overseeing initiatives and programs for assigned; projects and programs related to destination management; planning and organizing tourism-related market research; and preparing 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

75%

1. Assists Senior Brand Manager in working with communities, nonprofits, government agencies, and other stakeholders to: (a) identify impacted natural resources; (b) develop and track sustainable efforts to preserve such areas; and (c) maintain or increase funding for improving and managing tourism-impacted natural and cultural sites.
2. Assists Senior Brand Manager with implementation of programs including those related to Hawaiian culture, natural resources, community, and branding.
3. Responsible for the management and oversight of assigned contracts which includes, but is not limited to, tracking, monitoring, and reporting on deliverables and other related contractual obligations.
4. Assists Chief Brand Officer and Senior Brand Manager in efforts 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. Interfaces 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. Actively monitors the effectiveness of the marketing initiatives that are initiated by the HTA's marketing partners who represent Hawai'i. Analyzes 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 pertaining to the Brand Manager's assigned markets and in support of overall marketing efforts of the HTA.
9. Monitors the HTA marketing partners' contracts, budget expenditures, and the management of funds that are allocated to the HTA marketing partners. This 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. Analyze and identify areas for research and planning studies.
3. Develop work plans for research and planning studies to include scope of work and objectives, data sources, and research methodology; work schedules; required resources; and reporting requirements. Work with researchers of public and private organizations to obtain their cooperation, participation, support, and involvement.
4. Analyze data and interpret findings.
5. Prepares reports of findings and recommendations, as well as issue papers and 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. Monitors, analyzes, and identifies tourism information and trends within the State of Hawai'i, worldwide, and in specific market areas, as assigned.
3. Assesses relevant stakeholder comments and concerns. Assists in the 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. Assist with the development of presentations that communicate conditions in the market.
4. Initiates data collection and analysis, prepare reports of finding and recommendations for discussion, and incorporates the information into the long-range tourism plan.

D. Other Duties 5%

Performs other related duties and responsibilities as assigned by the HTA Chief

Brand Officer or the HTA Senior Brand Manager.

100%

IV. CONTROLS EXERCISED OVER THE WORK

A. **Supervisor:**

Position No.: 107922

Class Title: HTA Senior Brand Manager

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 Senior Brand Manager, position no. 107922, and is expected to carry out work assignments with general supervision and 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 Senior Brand Manager and the HTA Chief Brand 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 Senior Brand Manager, HTA Chief Brand Officer and the HTA President and Chief Executive Officer. Recommendations are typically accepted as final, and the position is considered highly knowledgeable as it relates to the assigned HTA marketing programs. The HTA Chief Brand Officer and the HTA President and Chief Executive Officer are engaged and review issues that the employee deems exceptional, unusual, and out of the ordinary, such as when a proposed action or market trend will require 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.

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.
- General knowledge and understanding of the Hawaiian language, Hawaiian history, and the Hawaiian communities; Hawaii's multicultural communities; social, economic, and cultural aspects of Hawaii's visitor industry; project management; communication principles
- General knowledge and understanding of travel industry management, business administration, research, planning, and statistical analysis work.
- Work experience should demonstrate experience in research, writing, and legislative matters.
- Must be knowledgeable and competent in the utilization of technology, social media, and other emerging communication platforms as it relates to the dissemination of information and research findings.

B. Skills/Abilities:

- 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.
- 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.
- Ability to deal tactfully with stakeholders and others. Must possess the ability to work cooperatively with coworkers to recognize and correct operational problems within the HTA 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, HTA 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. The HTA Chief Brand Officer, HTA 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 work station 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.