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STATE OF HAWAII POSITION DESCRIPTION

I. IDENTIFYING INFORMATION

Class Title: HTA President and Chief Executive Officer
 Position Number: 124306
 Department: Business, Economic Development, and Tourism
 Division: Hawai'i Tourism Authority
 Branch: N/A
 Section: N/A
 Unit: N/A
 Geographic Location: O'ahu

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II. INTRODUCTION

The position of President and Chief Executive Officer (CEO) is offered by the Hawai'i Tourism Authority (HTA), which is administratively attached to the State Department of Business, Economic Development, and Tourism (DBEDT). The HTA was established by Act 156, Session Laws of Hawai'i, 1998 (Chapter 201B, HRS), and delegated the general statutory responsibility for managing, marketing, stewardship, and supporting the tourism industry for the State of Hawai'i, and to also manage the marketing, operations, usage, and maintenance of the Hawai'i Convention Center.

As the lead organization and advocate for the tourism industry in the State of Hawai'i, the HTA formulates and implements:

- Short and long-range tourism policies and plans;
- Interfaces and communicates with the Governor, DBEDT Director, Advisory Board of Directors, Legislators, as well as other applicable state and county agencies;
- Advises the private sector and coordinates tourism-related activities among all agencies;
- Conducts research related to market development;
- Creates and maintains a Destination Management Plan that incorporates community outreach and feedback;
- Establishes public informational programs; and
- Monitors and addresses complaints.

The HTA is responsible for the development, management, and coordination of plans that are approved by HTA's Advisory Board of Directors, the Governor, and the DBEDT Director, aimed at ensuring a sustainable tourism economy and achieving the state's vision for tourism to:

- Honor Hawai'i's people and heritage;
- Value and perpetuate Hawai'i's natural resources;
- Engender mutual respect among all stakeholders;

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- Support a vital and sustainable economy; and provide a unique, memorable, and enriching visitor experience.

The President and CEO is responsible for executing the policies and directives of HTA's Advisory Board of Directors, the Governor, and the DBEDT Director. This role involves managing HTA's operations by planning, organizing, directing, coordinating, and reporting on its activities.

III. MAJOR DUTIES AND RESPONSIBILITIES

A. ~~Administrative Management~~ ADMINISTRATIVE MANAGEMENT

55%

A. Relationships and Transparency

55%

1. **State Government:** Represent the HTA in open and transparent communication with the Governor, the ~~DBEDT Director of the Business, Economic Development and Tourism (DBEDT)~~, and the Legislature. Attend hearings and provide annual tourism briefings to keep the Legislature informed about the industry and its market conditions. Develop relationships with the appropriate Federal, State, and County agencies. [1]
2. **Advisory Board of Directors:** Schedule, develop the agenda for, and attend meetings of the HTA's Advisory Board of Directors. Provide the Board with information, comments, and recommendations on various subjects concerning HTA. [1]
3. **Community and Industry Relations:** Understand the culture and maintain relationships with our island communities. Foster close working partnerships with both public and private organizations that support the attraction, development, and sustainability of tourism in Hawai'i. [1]
4. **Public Relations:** Inform the public about HTA and address both private and public groups to share information and gather comments and suggestions. [1]
5. **Procurement:** Oversee and direct, as necessary, the preparation of requests for proposals, solicitations for bids, and other activities related to acquiring professional services. Evaluate the responses received and make recommendations to the HTA's Advisory Board of Directors regarding the acceptance or rejection of these proposals and bids. Direct the drafting of requests for services, memoranda of understanding, and contract documents. Develop Key Performance Indicators to measure and monitor the effectiveness of contractors and programs. This will guide the Advisory Board and staff in addressing the key parameters when considering contractors and projects. [1]

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B. Industry Knowledge and Procedures

40%

6. **Contract Negotiations:** Represent HTA in contracts and negotiations with entities, such as destination marketing businesses. [1]
7. **Accessibility:** Understands airlines' route development and maintenance, as well as cruise ship port scheduling and itineraries.[1]
8. **Direct Studies:** Guide staff and consultants in developing or analyzing proposals, including assessing economic feasibility, financing requirements, and the associated costs, benefits, and risks of specific projects or proposals. [1]
9. **Program and Resource Management:** Oversee the development of critical path analysis, establish work schedules, and allocate resources to implement programs and projects approved by HTA's Advisory Board of Directors. [1]
10. **Program Evaluation:** Participate in identifying problems, issues, objectives, and criteria for evaluating the effectiveness of contracts and programs as approved by HTA. Provide policy recommendations for appropriate actions to revise programs. [1]
11. **Administration:** Oversee HTA's business operations, including:
 - a. Direct the drafting and updating of HTA's bylaws, administrative rules, and development rules; [1]
 - b. Develop internal policies and procedures that govern staff work; [1]
 - c. Develop and implement approved budgets for HTA's operations and projects; [1]
 - d. Ensure the development of expenditure plans, accounting protocols, internal controls, and cash flow management; [1]
 - e. Oversee the development of office systems to manage and maintain HTA's correspondence and records; [1]
 - f. Lead the preparation of periodic and special reports, including HTA's annual report for the Governor and Legislature; [1]
 - g. Direct the preparation of public notices and advertisements; [1]
 - h. Maintain custody of HTA's personal property and oversee the preparation of periodic inventories; [1]
 - i. Coordinate fiscal business management matters with DBEDT's Fiscal Office and with relevant state agencies; [1]

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- j. Initiate and oversee any additional activities necessary for the proper operation of HTA. [1]

12. **Personnel Management:** Oversee the personnel of HTA, which includes:

- a. Making recommendations to the HTA's Advisory Board of Directors regarding the hiring of staff and consultants; [1]
- b. Providing orientation and training ~~to~~for staff; [1]
- c. Maintaining discipline; [1]
- d. Evaluating the performance of subordinates; [1]
- e. Resolving grievances; [1]
- f. Approving leave requests; [1]
- g. Coordinating appointments and other personnel actions. [1]

13. **Travel:** Travel is required for attending meetings, conferences, and other forums as designated by the HTA. [1]

BC. Other Responsibilities

5%

1. Carry out additional tasks assigned by the HTA's Advisory Board of Directors [1]

100%

4.

Essential Functions

Reasons:

- [1] The performance of this function is the reason that the job exists.
- [2] The number of other employees available to perform this function is limited.
- [3] The function is highly specialized, and an employee is hired for specialized expertise or the ability to perform it.

Evidence Used in Determining Essential Functions Considered:

The following evidence was considered in determining the essential functions of the position:

The time required to perform the function, the potential consequences of not requiring an employee to perform a particular task, the work experience of those currently in similar roles, and the nature of the work operations within the organization's structure.

Supervises:

Position No. Class Title:

124317	HTA Chief Brand Officer
124309	HTA Chief Administrative Officer
124308	HTA Chief Stewardship Officer

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~~124313~~ HTA Vice President of Finance
124310 HTA Executive Assistant & Board Liaison
124311 HTA Public Affairs Officer
124312 HTA Director of Planning
~~124313~~ HTA Vice President of Finance

~~124317~~ HTA Chief Brand Officer

IV. **CONTROLS EXERCISED OVER THE WORK OVER THE POSITION**

A. **Supervisor:**

The Governor and (Position No. 100120) the Director, ~~of the Department of Business and Economic Development~~ DBEDT.

B. **Nature of Supervisory Control Exercised Over the Work.**

1. **Instructions Provided.**

The incumbent of this position works under the general direction of the Governor and the ~~DBEDT Director of the Department of Business and Economic Development. They are and is~~ expected to carry out work assignments with general supervision and will not require specific instructions for each task. The individual is expected to exercise independent judgment while carrying out their responsibilities.

2. **Consults and Receives Guidance.**

The HTA's Advisory Board will provide input and guidance in areas such as:

- Selection of the HTA's President & CEO
- Subject Standing Committees:
 - Administrative
 - Branding
 - Sports
 - Ho'okahua Hawaii
 - Film Production Tourism

3. **Assistance Provided.**

Supervision is minimal and consultative. The individual in this position operates under broad and extensive guidelines, exercising discretion and judgment in fulfilling their duties and responsibilities of the HTA. The employee independently manages all aspects of the work but will inform the Hawai'i Tourism Authority's Advisory Board of Directors if unforeseen events or circumstances necessitate significant changes to goals, objectives, or priorities.

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4. Review of Work.

In accordance with clear directives from the Governor and/or the DBEDT Director of DBEDT, as well as consultations with the HTA's Advisory Board of Directors, the employee has the authority to make commitments, provided that the commitments align with existing policies and directives, and they are subject to the constitutional and statutory mandates outlined in all applicable State, Federal, and County laws, rules, and directives.

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C. Nature of Available Guidelines Controlling the Work.

1. Policy and Procedural Guides Available.

The guidelines encompass a wide range of legal standards and requirements, along with statewide government executive and administrative policies, procedures, and objectives. This includes the HTA's enabling statutes found in the Hawai'i Revised Statutes, Chapter 201B, and its implementing rules, policies, and procedures. Additionally, these guidelines adhere to other applicable State, Federal, and County laws, rules, and directives.

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2. Use of Guidelines.

Procedural guidelines may address specific technical aspects of the work. Employees must understand and apply such guidelines.

V. MINIMUM QUALIFICATIONS

A. Knowledge:

Knowledge of the hospitality and travel industry, including unique distribution channels for Hawai'i, such as travel retailers, wholesale tour operators, and airlines; experience in the Asia/Pacific market, particularly in Japan, along with a solid understanding of Hawai'i's economic structure.

B. Skills and Abilities:

Strong written and oral communication skills; ability to communicate effectively with the general public, legislators, government employees and agencies, community members and organizations, as well as stakeholders and partners in the tourism industry, and partners in the tourism industry related to destination marketing. Capable of establishing and maintaining positive working relationships with the staff, the Advisory Board of Directors, and the general public.

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C. Education:

Undergraduate degree from an accredited four-year college or university, or equivalent executive-level experience.

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D. Experience:

Over 15 years of experience as an administrator, focusing on fiscal and personnel management and developing organizational culture development in a leadership role.

E. Required Licenses, Certificates, etc.:

Valid Hawai'i Driver's License

VI. DESIRABLE QUALIFICATIONS

Refer to Minimum Qualifications

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VII. TOOLS, EQUIPMENT, AND MACHINES

Office tools and equipment include personal computers, peripheral devices, software, calculators, telephones, scanners, copiers, fax machines, and other related office machines and tools.

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ⁱ Pursuant to Hawaii Revised Statutes Chapter 127A-8, all state and county officials, officers, and employees are considered "emergency workers" and shall perform functions as determined by their respective state or county department director during emergencies or disasters.

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