

**STATE OF HAWAI'I
POSITION DESCRIPTION**

I. IDENTIFYING INFORMATION

Class Title: HTA Administrative Assistant
Position Number: 124314
Department: Business, Economic Development & Tourism
Division/Agency: Hawai'i Tourism Authority
Branch: Branding
Section: N/A
Unit: N/A
Geographic Location: Honolulu

II. INTRODUCTION

This position is located in the Hawai'i Tourism Authority (HTA), 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 state 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 providing general administrative services in support of the HTA, and specifically, the Chief Brand Officer, Senior Brand Managers and Brand Managers, assisting in carrying out various fiscal/accounting duties; and the implementation of office operations and procedures in order to ensure organizational effectiveness and efficiency.

III. MAJOR DUTIES AND RESPONSIBILITIES

A. Major Duties and Responsibilities

85%

1. Provide administrative assistance to the HTA Chief Brand Officer, Senior Brand Managers and Brand Managers, including the coordination of all administrative and procedural matters related to subject matters such as contracts, purchasing, accounting, and other fiscal matters. [1,3]
2. Maintains all calendars and schedules and coordinates all meetings as directed by the HTA Chief Brand Officer, Senior Brand Managers and Brand Managers. [1,3]
3. Establishes and maintains contract files for marketing-related contracts, ensuring that each file is documented with all necessary and required procurement and departmental approvals, general correspondence, and all other pertinent documents. [1]
4. Researches, prepares, and finalizes all travel-related forms and arrangements for the HTA Chief Brand Officer, Senior Brand Managers and Brand Managers, support staff, and marketing contractors, as necessary. [1]

5. Communicate with contractors to ensure timely delivery of any contract deliverables and provide updates on contract and/or payment status. [1]
6. Prepare contract payment and deliverable checklist and review contract deliverables for completeness. [1,3]
7. Process invoices for payment in accordance with procedures and guidelines as established by the HTA's Finance Division. [1]
8. Utilize word processing, spreadsheets, contract management, fiscal management, and other computer software while following HTA's policies and procedures. [1]

B. Other Administrative and Fiscal Duties 10%

1. Provide administrative support for HTA meetings and events as directed. [1]
2. Receives, responds, and/or refers requests for information directed to the HTA brand management team, as needed. [1]
3. Responsible for the update and maintenance of the Global Marketing Team contact list. [1]
4. Provide coverage for receptionist and other administrative assistants as needed. [1]

C. Other Duties 5%

Performs other related duties as assigned in supporting the HTA Chief Brand Officer, Senior Brand Managers, Brand Managers and as directed by the HTA senior leadership team. [1]

100%

IV. CONTROLS EXERCISED OVER THE WORK

A. Supervisor

Pos. No.: 124308 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 Chief Brand Officer, Senior Brand Managers and Brand Managers, and is expected to carry out work assignments with general supervision and without the need for technical supervision. The incumbent is expected to use considerable initiative and exercise independent judgment when carrying out administrative assignments.

2. Assistance Provided.

Supervision received is nominal, consultative, and limited. Under broad and extensive guidelines, the position exercises wide 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 supervisors when unforeseen events or circumstances require significant changes, such as changing marketing trends, goals, objectives, or priorities.

3. Review of Work.

Based upon clear directives from the supervisors, the employee has the authority to make commitments, provided that the commitment is consistent with existing policies and directives and limited by the constitutional and statutory mandates provided under all applicable State, Federal, and County laws, rules, and directives.

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 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 work. The employee must know and apply such guidelines.

V. MINIMUM QUALIFICATIONS

A. Knowledge:

Familiar with the hospitality industry, interpersonal communications, public relations, voicemail operations, and proper grammar, punctuation, spelling, and word usage. An employee in this position must be conversant with the digital age and use of new communication media in the dissemination of information.

B. Skills and Abilities:

Ability to read, comprehend, and apply written and oral directions; communicate effectively with others orally and in writing; maintain effective working relationships with others; and maintain a multi-task-oriented workload. Must possess the ability to deal tactfully with employees and others; deal satisfactorily with coworkers and operating personnel; and to recognize operational problems within the staff organizational structure.

C. Education:

Graduation from a four (4)-year accredited college or university with an emphasis in travel industry management, marketing, or another business-related field. Experience may also be used as a substitute for education subject to review and approval by the HTA President & CEO.

D. Experience:

Administrative work experience of a minimum of two (2) years in any of the following areas: marketing, public relations, advertising or promotion, community and/or business relations. The HTA President & CEO may allow any substitution for experience.

E. Required Licenses, Certificates, etc.:

Valid Hawai'i Driver's License

VI. DESIRABLE QUALIFICATIONS

Basic knowledge and understanding of the visitor industry, Hawaiian culture, natural resources and community programs.

VII. TOOLS, EQUIPMENT, AND MACHINES

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