

HTA PUBLIC AFFAIRS OFFICER
Position Description

I. IDENTIFYING INFORMATION

Class Title: HTA Public Affairs Officer
Position Number: 117281
Department: Business, Economic Development & Tourism
Division/Agency: Hawai'i Tourism Authority
Branch (Office): N/A
Section: N/A
Unit: N/A
Geographic Location: Honolulu

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 is responsible for anticipating, gathering, analyzing, and interpreting opinions, attitudes, and issues that may impact the HTA and its mission. The Public Affairs Officer works with the HTA Board of Directors ("Board"), executives, and staff to: (a) formulate and disseminate information, statements, and other communications to HTA stakeholders and the general public about how HTA activities will impact the community; and (b) coordinate and manage HTA's responses to events as they occur. The Public Affairs Officer will also be responsible for HTA's government relations, media communications, issue management, corporate and social responsibility programs, information dissemination, and strategic communications.

III. MAJOR DUTIES AND RESPONSIBILITIES

A. Strategic Communications and Issue Management 25%

1. Works with Board and executives to formulate and adopt strategic communications plan and policies designed to support and enhance HTA's mission, strategic plan, programs, and initiatives. Counsels Board and executives on the public ramifications of policy decisions and courses of action. Works with executives and staff to provide written analysis of issues, if requested.
2. Works with Chief Executive Officer ("CEO"), Chief Brand Officer ("CBO"), and Chief Administrative Officer ("CAO") to develop and implement fully

integrated campaigns to ensure consistent communication of HTA's strategic plans, programs, and initiatives. Ensures that external and internal communications plans are coordinated and dissemination is properly timed.

3. Anticipates issues that may impact (positively and negatively) HTA and its strategic plans, programs, and initiatives. Gathers, analyzes, and interprets opinions and attitudes of HTA stakeholders regarding such issues. Works with HTA Board, executives and staff to formulate and disseminate information, statements and other communications to HTA stakeholders and the general public about such issues.
4. Creates, maintains, and manages databases of, and builds relationships with, media and various stakeholders. Collaborates with HTA executives and staff in building cooperative relationships with key individuals and groups.

B. Government Relations

20%

1. Closely monitors federal, state, and local legislation, regulations, and other government initiatives that may impact (positively or negatively) tourism in Hawai'i, HTA and HTA's strategic plan, Destination Management Plans, programs and/or initiatives. Works with HTA Board and executives to gather and present information to elected and other government officials on issues relevant to tourism, HTA and HTA's plans, programs, and/or initiatives.
2. Monitors administrative and court proceedings that may have an impact on tourism in Hawai'i, HTA and HTA's strategic plan, Destination Management Plans, programs and/or initiatives. Works with HTA Board and executives to respond, as appropriate.
3. Works with HTA Board and executives to ensure that periodic reports on HTA's strategic plans, Destination Management Plans, programs and initiatives are provided to elected and government officials. Also develops, implements, and maintains communication procedures for responding to specific requests from elected and government officials.
4. Ensures that activities are developed, prioritized, and executed so that they result in legal precedents, policies, regulations, and laws that achieve systemic changes that promote Mālama Ku'u Home through regenerative tourism.

- C. Information Dissemination and Collection 25%**
1. Works with CBO and CAO to enhance communications tools, including but not limited to, website, social media, and traditional media (newspapers, magazines, television, and radio). Works with HTA Board and executives to develop, implement, and maintain a cost-effective communications system for disseminating information to, and gathering information and feedback from, HTA stakeholders in a concise, efficient and honest manner.
 2. Upon request, writes speeches for Board, CEO and CBO. Also upon request, assists in preparing briefs and “Talking Points” for communicating HTA messages.
 3. Works with CAO to develop internal communications program that includes internal electronic bulletin boards, monthly Administration newsletters (e.g. updates by the board Chair and CEO), and other internal communications that ensure staff are informed of items that affect HTA, its mission, and its stakeholders.
 4. Ensures all external and internal communications pieces are submitted for executive prior to dissemination. Ensures messages are disseminated properly.
 5. Works with HTA executives and staff in organizing, facilitating, and/or attending events in order to provide opportunities to meet with stakeholders.
- D. Media Relations and Communications 15%**
1. Facilitates and manages media relations efforts including but not limited to proactive story placement, news releases and statements and spokesperson training.
 2. Maintains strong working relationships with the media to engage reporters and editors to protect the best interests of HTA and its stakeholders. Acts as media point of contact for HTA.
- E. Oversight and Evaluation 10%**
1. Oversees and evaluates all contracts related to any strategic communications and public relations programs related to HTA’s mission, strategic plan, programs and initiatives.
 2. Develops and implements evaluation criteria of any strategic communications and public relations program or initiative.

3. Collaborates with HTA executives in the solicitation and selection of contractors providing strategic communications and public relations services.

F. Other Duties and Responsibilities 5%

Performs other related duties and responsibilities assigned by the CEO, which include participating in meetings of HTA’s Board of Directors.

100%

IV. CONTROLS EXERCISED OVER THE WORK

A. Supervisor:
Pos. No.: 107900 **Class Title:** HTA President and Chief Executive Officer

B. Nature of Supervisory Control Exercised Over the Work

1. Instructions Provided.

The incumbent of this position functions under the general supervision of the HTA CEO and is expected to carry out work assignments without the need for 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 position exercises wide discretion and judgment in carrying out the duties and responsibilities of the HTA Public Affairs Officer. The employee takes care of all aspects of the work independently, but informs the HTA CEO when unforeseen circumstances require significant changes, such as changing tourism trends, issues, 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 regulations, State administrative policies, and directives issued by the HTA CEO and the HTA Board of Directors (“HTA Board”). However, if a proposed action or issue requires the establishment of a new precedent, policy, goal, objective, or direction for HTA, the Board of Directors, or staff, the employee shall confer and work with the HTA Board and executives on the proposed action 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 Chapter 201B, HRS, 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:

- Working and/or applied knowledge of the Hawaiian culture, Hawaiian history, Hawaiian communities; Hawaii's multicultural communities; social, economic, and cultural aspects of Hawaii's visitor industry; and knowledge and application of culturally sensitive issues as they relate to the tourism industry and Hawai'i.
- Working knowledge of the principles, practices, and techniques of public relations, community engagement, public policy, government relations, communications, and journalism.
- Work experience should demonstrate experience in research, analysis, writing, communications, community engagement, and government affairs.

B. Skills/Abilities:

- Ability to effectively communicate (verbally and in writing) with groups and individuals including: community representatives; government and elected officials; cultural practitioners; experts; visitor industry and other business representatives; media, and the general public. Must be able to write and edit press releases, announcements, advertisements, articles, scripts, reports, proceedings, speeches, and similar materials.
- Must be able to establish and maintain effective working relationships with community groups, elected and government officials, industry groups, press and media outlets.
- Ability to do strategic planning, project management, performance-based contracting, and public speaking.
- Ability to identify, analyze, and respond to issues and long-term trends related to the tourism industry and its relationship to Hawai'i's diverse communities, the Hawaiian community, conservation and natural resource management, and tourism-related industries, as necessary.

- Ability to maintain a multi-task oriented workload and work effectively in crisis situations.
- Ability to communicate and deal tactfully with coworkers and others. Must possess the ability to recognize communication problems within the staff organizational structure.
- Must be conversant with the digital age and use of new communication media in the gathering and dissemination of information. Must be able to evaluate different communication vehicles for efficiency and cost-effectiveness.
- Must be able to work as a team member with other HTA executives and staff.

C. Education:

Graduation from an accredited four-year college or university with a bachelor's degree in communications, public relations, public policy, business administration, or a related field. The HTA CEO may allow substitution of experience for education.

D. Experience:

Seven years of progressively responsible, professional work experience in communications, public relations, public policy, business administration, government relations, or a related field. Extensive work in Hawai'i preferred. Must have proven experience in project management and coordination. The HTA CEO may allow substitution for education for experience.

E. Required Licenses, Certificates, etc.:

Valid and Current Hawai'i Driver's License

VI. DESIRABLE QUALIFICATIONS

Refer to Minimum Qualifications

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.