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Class Specification
for the Class:VISITOR INFORMATION PROGRAM OFFICER
(VISITOR INFO PRGM OFFCR)Duties Summary:

Administers a statewide Visitor Information Program; coordinates protocol activities with the Governor's Office; serves as liaison to develop and promote tourism; and performs other related duties as assigned.

Distinguishing Characteristics:

This class reflects responsibility for planning, organizing, directing, coordinating and evaluating a statewide Visitor Information Program. The Visitor Information Program is designed to welcome and assist passengers arriving at State-operated airport and harbor terminals; to provide information and assistance to visitors; to encourage inter-island travel; and to promote the "aloha spirit." It further reflects responsibility for the coordination of protocol activities with the Governor's Office in planning official receptions for dignitaries; for coordinating department-sponsored conventions and other special events; for coordinating program activities with the Hawaii Visitors Bureau, the Department of Business, Economic Development and Tourism and other tourist industry organizations; and for a program of public relations, including various airport and harbor terminal promotions, special events and guided tours of airport and harbor facilities.

The sole position in this class is a chief staff officer under the general direction of the Department Deputy Director. The work is performed within the framework of departmental policies and directives, and State statutes. Functions and activities are conducted through visitor information operations on Oahu, Hawaii, Maui, Molokai and Kauai.

Examples of Duties:

Plans, organizes, directs, coordinates and evaluates the State Visitor Information Program; directs the operations of the Oahu, Hawaii, Maui, Molokai and Kauai offices through subordinate supervisory personnel; formulates and recommends program policies and procedures covering all aspects of the Visitor Information Program; interprets and implements program policies and procedures; directs or conducts the revision of program plans, policies and procedures and training standards; develops programs for improving operations; recommends legislation needed to improve operations; participates in developing and presenting testimony at the Legislature; directs the development and implementation of training programs to meet the goals and objectives of the Visitor Information Program and its employees; provides consultative services on all matters relating to the Visitor Information Program; coordinates Visitor Information Program activities with the Department of Business, Economic

Development and Tourism, the Hawaii Visitors Bureau, and other tourist industry organizations to promote tourism promotion; maintains close working relationships with the Hawaii Visitors Bureau, tour agencies, airline companies and ocean travel companies to exchange information on new tourist attractions, activities and facilities; participates in tourist related conferences; responsible for a program of public relations, including various airport and harbor terminal promotions, special events and guided tours of airport and harbor facilities; directs a program for visitor information displays and special events at airport and harbor terminals; coordinates with the Governor's Protocol Officer in planning official receptions for arriving and departing dignitaries, including Chiefs of State, royalty and cabinet level officials; responsible for the rites and ceremonies for special occasions; responsible for proper maintenance of the Governor's Lounge; prepares the program budget requests and formulates long range estimates and projections; directs the review of organizational structure and recommends changes; directs and oversees personnel activities; assigns and reviews work of subordinates; maintains discipline and handles formal grievances; and prepares reports of program operations and activities.

Knowledge and Abilities Required:

Knowledge of: Policies, objectives, services and activities of the Visitor Information Program; information needed by tourists and others; federal and State requirements and guidelines pertinent to applicable aspects of airport and federal inspection activities; trends and developments in the travel industry; protocol procedures; principles and practices of supervision; and principles and practices of administration.

Ability to: Plan, organize, direct, coordinate and evaluate the statewide Visitor Information Program; direct or conduct the development and revision of program plans, policies and procedures and training standards; maintain effective relationships with a variety of groups and individuals; prepare and justify program's budget; and prepare clear and concise reports, correspondence and other materials; supervise subordinates in carrying out the overall program activities; and meet, elicit the cooperation of, and deal effectively with a variety of individuals and groups.

This is the first specification for the new class VISITOR INFORMATION PROGRAM OFFICER (VISITOR INFO PRGM OFFCR).

Effective Date: September 16, 1989

DATE APPROVED: 9/11/91

/s/ Diana H. Kaapu
for SHARON Y. MIYASHIRO
Director of Personnel Services