



## Position

### Seeking a Couple to Serve as General & Hospitality/Business Development Managers

We are seeking a couple to serve as General Manager, overseeing the overall marketing and business development of the various ranch programs, and Hospitality manager— directly responsible for the hospitality operation. The responsibilities for each position are outlined below though they may be divided differently depending on each person's area of expertise.

Pu'u O Hoku Ranch encompasses 14,000 acres of forest and coastal conservation lands on the east end of Moloka'i and is primarily managed for conservation and as a retreat for families and groups. The property also supports several sustainably managed businesses to help offset the carrying costs of the ranch. Current business activities include: hospitality facilities, commercial beekeeping, organic & biodynamic farming, a Hawaiian organic seed company, a small organic grass-fed beef operation, and a native food forest. Future business opportunities include commercial axis deer hunts, commercial native plant nursery and various educational programs. We also have an extensive renewable energy program that powers much of the ranch including solar, micro-hydro, wind and biomass gasification.

## General Manager

The General Manager provides leadership, management oversight and business development for all programs and activities at Pu'u O Hoku Ranch.

The General Manager oversees the Department Heads of each of the business programs and is responsible for working with them to create business plans, develop budgets, set goals and priorities and monitor progress.

The General Manager also oversees and coordinates the work of the Head of Maintenance who is responsible for oversight of the alternative energy infrastructure, building maintenance and oversees a staff of two; equipment maintenance departments, which is responsible for maintaining the ranch's extensive inventory of tools and equipment; and the grounds crew, which is responsible for landscape, road and fence maintenance.

The General Manager engages with a diverse set of partners, attorneys, outside professionals, contractors, government agencies, community groups, neighbors, elected officials and others, serving as the ranch's primary spokesperson in the Moloka'i community. Ranch lands are regularly used by the local community for hunting, fishing, recreation and traditional cultural activities.

The General Manager reports to and works directly with the owner. They also work closely with the corporate office in Boston (Peregrine Financial aka PFC), which provides operational support with accounting, financial reporting and all administrative matters.

The position requires experience managing large properties and the ability to oversee a diverse set of business and other initiatives by working effectively with staff and community members in a rural community.

## Hospitality Manager & Marketing/Business Development

The Marketing/Business Development function coordinates the marketing efforts of all business units on the ranch, working with the owner and PFC, to create innovative materials, impactful media releases/communications, social media posts and other written content to tell the story of the ranch. The overall objective is to increase sales in all department and expand the brand of Pu'u O Hoku. As one of the voices of POH, the Media & Communications Specialist understands and can communicate the organization's value proposition to specific audiences—i.e., travel partners, as well as the local community.

The Hospitality Manager is the primary point of contact with group leaders and is responsible for the overall guest experience, financial oversight and success of the operation. Duties include preparing a budget with annual and long-term goals and work-plans to achieve those goals, identifying and booking opportunities for group bookings, arranging and managing staff to support events, coordinating guest services such as activities and transportation and ensuring guests' needs are met and exceeded— all along creating a positive and productive work environment for those involved.

## SPECIFIC RESPONSIBILITIES

### General Management & Business Operations

- ✓ Work with the owner, Team Leaders and PFC to develop business and marketing plans for the various business units and the overall ranch; oversee and/or implement the plans; track and report progress; and ensure all activities are run within budget.
- ✓ Manage and coach the Team Leaders of all programs to achieve objectives and ensure consistency and quality of products and services.
- ✓ Build and maintain an effective team to work together in a positive, productive work environment.
- ✓ Submit bi-weekly reports and maintain regular communications with owner and PFC.
- ✓ Secure and manage grants to support special projects.
- ✓ Represent the ranch on business, legal and community matters.

## Land Management

- ✓ Manage grazing operations to enhance overall health of the pastures.
- ✓ Ensure compliance with the conservation easements on forest and coastal lands.
- ✓ Control invasive species on ranch property.
- ✓ Work with partners to develop and implement practical projects to manage and restore the ranch's native ecosystems (forests, streams and coastlines).

## Community & Partner Relations

- ✓ Develop and maintain good working relationships with ranch neighbors, partners and the Moloka'i community.
- ✓ Support and/or conduct priority education and community initiatives.
- ✓ Work with community leaders and others to address illegal or destructive activities on ranch lands.
- ✓ Assist owner with special projects on the ranch or in the Moloka'i community.

## Hospitality

- ✓ Experience in oversight of boutique hotels, event planning and coordination is preferred.
- ✓ Aloha spirit and knowledge and respect of local culture and custom
- ✓ Impeccable organizational skills
- ✓ Excellent eye for detail and superior customer service
- ✓ Superior communication skills, written and oral
- ✓ Ability to oversee, motivate and manage a small team to ensure quality of service and operational profitability.

## Business Development

- ✓ Development and management of social media strategy
- ✓ Provide input into the development of materials/letters and take responsibility for shepherding materials from start to finish
- ✓ Create and/or assist with the development of communication materials, releases, mailings, blogs, social media posts, articles and other such publications and documents as maybe required.

- ✓ Ensure website content is timely and relevant.
- ✓ Build and maintain media relations for the organization.

## POSITION REQUIREMENTS:

- At least 5 years of demonstrated, successful work experience in land management in remote areas, preferably in Hawai'i or similar island or remote environments.
- Ability to drive the development of the various agricultural businesses including oversight of product development, marketing, evaluation of pricing and production efficiencies.
- Proven ability to recruit, lead, motivate and manage a diverse team of staff and partners and build effective teams.
- Working knowledge of conservation and sustainable land management issues in Hawai'i. Experience with enterprise-based approaches to conservation highly desirable.
- Strong communication skills with individuals and groups.
- Demonstrated skills in working cooperatively, leading by example, promoting integrity and accountability, and respecting cultural differences.
- Strong personal commitment to organic land management and sustainable land practices.
- Accounting and financial report experience; Computer skills for email, word processing and spreadsheets.