HAWAIIAN COUNCIL

Position Description

Title: Marketplace General Manager **Division:** Kākoʻo Maui – ʻUlu o Lele, Lahaina Marketplace **Reports to:** COO	**Location:** Lahaina, Maui **Status:** Full-Time, Salaried, Exempt **Standard Work Hours:** Varies; marketplace open 7 days, 11:00 AM – 7:00 PM

JOB SUMMARY:

Hawaiian Council is seeking an experienced, hands-on, and community-minded **Marketplace General Manager** to oversee the daily operations and overall success of ʻUlu o Lele, Lahaina Marketplace.

ʻUlu o Lele is an interim marketplace established to support Lahaina's economic recovery following the devastating 2023 wildfires. Located at the former Outlets of Maui site, the marketplace provides affordable commercial spaces for local retailers, artisans, food vendors, and service providers while creating a vibrant gathering place for residents and visitors.

The General Manager will serve as the primary on-site leader, responsible for managing marketplace operations, overseeing leasing and vendor relationships, supervising staff, coordinating events, and ensuring the marketplace remains clean, safe, welcoming, and financially sustainable.

Beyond traditional property management, this position plays an important role in **helping participating businesses succeed, attracting customers, and creating an active marketplace that contributes to Lahaina's economic revitalization.**

The ideal candidate is a proactive problem-solver who takes ownership of day-to-day operations, builds strong relationships with businesses and community members, and is willing to step in wherever needed to ensure the marketplace's success.

DUTIES, RESPONSIBILITIES, & EXPECTATIONS:

Duties and responsibilities include, but are not limited to the following:

Marketplace Management & Daily Operations

- Serve as the primary on-site General Manager responsible for the overall operation, appearance, and performance of ʻUlu o Lele.

- Oversee daily opening and closing procedures, ensuring the marketplace is ready to welcome businesses and visitors.
- Maintain high standards for cleanliness, safety, security, landscaping, restrooms, common areas, and overall property appearance.
- Supervise maintenance, janitorial, security, and other contracted services to ensure timely and quality performance.
- Oversee marketplace infrastructure, including storefronts, utilities, common areas, food truck spaces, and event facilities.
- Develop and implement operating procedures, site policies, and preventative maintenance schedules.
- Address operational challenges, vendor concerns, and facility issues promptly and proactively.
- Ensure marketplace activities comply with applicable safety requirements, permits, and operating guidelines.
- Identify opportunities to improve efficiency, reduce expenses, and enhance the overall marketplace experience.

Leasing & Vendor Management

- Oversee leasing activities for storefronts, food truck spaces, temporary vendors, and pop-up opportunities.
- Coordinate prospective vendor walkthroughs, application reviews, lease negotiations, renewals, and move-in arrangements.
- Maintain accurate lease records, occupancy reports, rental schedules, and vendor documentation.
- Monitor lease compliance, rental payments, operating hours, and other marketplace requirements.
- Work with vendors to resolve concerns, address operational challenges, and maintain positive working relationships.
- Support vendor rotations and temporary leasing opportunities to keep the marketplace active and introduce new businesses.
- Make recommendations regarding lease renewals, and adjustments to the marketplace's business mix.

Small Business Development & Economic Recovery

- Build strong relationships with participating businesses and understand their operational needs, challenges, and opportunities for growth.
- Serve as a resource and advocate for vendors, helping connect them with available business development resources, technical assistance, and other support services.

- Collaborate with Hawaiian Council's business development and lending programs to identify opportunities for vendor assistance.
- Encourage collaboration among marketplace businesses, including joint promotions, special events, and shared marketing opportunities.
- Monitor vendor participation, business activity, and overall marketplace performance.
- Identify opportunities to strengthen vendor success, increase customer spending, and support business sustainability.
- Help ensure the marketplace remains focused on its mission of supporting Lahaina businesses and contributing to the community's long-term economic recovery.

Staff Supervision & Leadership

- Supervise approximately 3–4 on-site staff responsible for marketplace operations, visitor assistance, maintenance support, and special events.
- Develop staff schedules to ensure adequate coverage during regular operating hours and special activities.
- Assign daily responsibilities and establish clear performance expectations.
- Provide training, coaching, and ongoing supervision to ensure consistent operational standards.
- Hold staff accountable for maintaining a clean, organized, safe, and welcoming marketplace.
- Foster a positive, collaborative work environment grounded in professionalism, respect, and aloha.
- Lead by example and assist with hands-on operational responsibilities when needed.

Events, Programming & Visitor Engagement

- Coordinate with Hawaiian Council's events and marketing teams to develop activities that attract residents and visitors to the marketplace.
- Support the planning and execution of concerts, cultural demonstrations, community gatherings, pop-up markets, and seasonal celebrations.
- Coordinate event logistics, including vendor participation, site preparation, staffing, equipment, and security.
- Develop relationships with local organizations, cultural practitioners, performers, and community partners to support marketplace programming.
- Identify opportunities for regular activities that encourage repeat visits and strengthen customer traffic.
- Ensure special events complement marketplace operations and provide opportunities for participating businesses to benefit.
- Help create a welcoming environment that reflects Lahaina's history, Hawaiian culture, and community values.

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Marketing & Business Promotion

- Collaborate with marketing teams to promote ʻUlu o Lele and its participating businesses.
- Identify opportunities to increase marketplace visibility, customer traffic, and visitor spending.
- Support vendor spotlights, promotional campaigns, social media content, and community outreach.
- Develop relationships with nearby hotels, visitor industry partners, local organizations, and other businesses to encourage visitation.
- Gather feedback from vendors and visitors to improve the marketplace experience.
- Recommend new programming, promotions, and partnerships that strengthen the marketplace's appeal and economic impact.

Financial Management & Reporting

- Assist with developing and managing the marketplace's operating budget.
- Oversee rent collection, vendor payments, and basic financial administration in coordination with Hawaiian Council's finance team.
- Monitor operating expenses, vendor occupancy, rental revenue, and other financial performance indicators.
- Review vendor and contractor invoices and ensure services are delivered according to agreements.
- Maintain accurate operational records and prepare regular management reports.
- Track key marketplace performance indicators, including:
    - Occupancy and vendor retention
    - Rental collections and operating expenses
    - Visitor traffic and event attendance
    - Vendor participation and business activity
    - Maintenance and operational performance
- Provide recommendations to improve financial sustainability and overall marketplace performance.

Community & Partner Relations

- Serve as a primary representative of ʻUlu o Lele in interactions with participating businesses, residents, visitors, and community partners.
- Build and maintain positive relationships with Lahaina businesses and community stakeholders.
- Coordinate with Hawaiian Council leadership and partner organizations on marketplace operations and community initiatives.

- Represent the marketplace at community meetings, vendor gatherings, and other activities as needed.
- Help ensure marketplace decisions and activities remain respectful of Lahaina's history, culture, and ongoing recovery.

EDUCATION & EXPERIENCE:

Minimum Qualifications

- At least 3 years of experience in commercial property management, retail operations, leasing, hospitality management, or a related field.
- Demonstrated experience supervising staff and managing daily business or facility operations.
- Strong leadership, organizational, communication, and problem-solving skills.
- Experience working with small businesses, tenants, vendors, or entrepreneurs.
- Ability to manage multiple priorities and respond effectively to changing operational needs.
- Experience with budgeting, financial tracking, and basic operational reporting.
- Proficiency with Microsoft Office, spreadsheets, and general business management systems.
- Strong customer service skills and the ability to work respectfully with diverse communities.
- Willingness to work flexible hours, including evenings, weekends, holidays, and special events.
- Ability to work independently, take initiative, and exercise sound judgment.

Preferred Qualifications

- Experience managing a shopping center, retail marketplace, mixed-use property, or commercial facility.
- Experience in commercial leasing, vendor relations, and tenant management.
- Familiarity with Lahaina, West Maui, and the local small business community.
- Background in economic development, small business incubation, or community revitalization.
- Experience organizing public events, markets, concerts, or community programming.
- Experience working with nonprofit organizations, community-based initiatives, or culturally grounded programs.
- Knowledge of Hawaiian cultural values and Lahaina's history and community.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS:

- Primarily an on-site position at ʻUlu o Lele, Lahaina Marketplace.
- Regular walking and standing throughout the property.
- Ability to work outdoors in varying weather conditions.
- Ability to assist with routine operational and event-related tasks when needed.
- Ability to respond promptly to operational concerns and emergencies.
- Must be available for occasional evening, weekend, and holiday work based on marketplace activities.

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WORK SCHEDULE:
‘Ulu o Lele is expected to operate seven days a week, with regular business hours of **11:00 AM to 7:00 PM**.

The General Manager will be responsible for ensuring adequate staffing and operational coverage throughout the week. Work schedules may vary to accommodate vendor needs, special events, concerts, and other marketplace activities.

ABOUT ‘ULU O LELE:
‘Ulu o Lele, Lahaina Marketplace is an initiative of Hawaiian Council, supported by the Kākoʻo Maui Fund and community partners, to restore economic activity and create opportunities for local businesses following the 2023 Lahaina wildfires.

The marketplace is designed to be more than a collection of storefronts. It is intended to serve as a gathering place where businesses can rebuild, residents and visitors can reconnect, and the community can take an active role in shaping Lahaina's economic future.

This job description is a general overview and may be subject to change based on the needs and requirements of the organization. I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements.

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Employee Signature **Date**