



JOB DESCRIPTION: Cultural & Community Engagement Specialist

Place of Employment

The expectation is the Cultural & Community Engagement Specialist will primarily work at Maui Land & Pineapple Company, Inc.'s ("MLP" or "Company") offices located in Kapalua (500 Office Road Lahaina, HI 96761), except when business matters require work to be performed at an alternate location, and within the community.

Primary Responsibilities

The Cultural & Community Engagement Specialist will serve as the Company's lead for cultural engagement, community outreach, and stewardship initiatives. This role is responsible for cultivating meaningful relationships with community partners, cultural practitioners, and stakeholders while ensuring that cultural values and stewardship principles are integrated across Company operations and long-term planning.

Community Outreach & Relationship Management

- Represent the Company at community meetings, public forums, and cultural gatherings
- Serve as liaison between the Company and community members, organizations, and local leaders
- Attend internal operational meetings and scheduled events, receptions, special dignitary arrivals and any appropriate meetings as directed by the executive leadership team
- Build and maintain strategic partnerships with community nonprofits, schools, civic organizations, and cultural institutions to further bridge the gap and elevate Maui Land & Pineapple Company's mission and vision for Maui

Cultural Leadership & Stewardship

- Lead and coordinate cultural engagement efforts, programs, and initiatives that honor the land, history, and people of Maui
- Advise executive leadership and internal teams on culturally appropriate practices and protocols
- Integrate stewardship principles into Company planning, communications, and land use discussions
- Coordinate and lead the planning and execution of cultural experiences and events such as children & adult programs, special events, conferences, recreation, and holiday programs

Public Relations & Communications

- Content development to share stories, mission and vision of MLP more broadly, fostering community interest and participation



MAUI LAND

& PINEAPPLE COMPANY INC.

- Coordination of communications and public relations (social media, online presence and other targeted media coverage) as it pertains to community and cultural outreach including events and special interest stories

Internal Education & Collaboration

- Execute the review and digitation of the company's historic data, sharing key insights internally and with external stakeholders
- Support internal cultural education and awareness initiatives for staff and leadership, including leadership and planning for cultural engagement events
- Collaborate cross-functionally to align engagement efforts with sustainability and business objectives
- Document and track engagement activities and feedback to inform Company leadership

To apply, please email your resume to **employment@mauland.com**.