



**ASSOCIATION ON AMERICAN INDIAN AFFAIRS**  
Protecting Sovereignty • Preserving Culture  
Educating Youth • Building Capacity  
SINCE 1922

**PUBLIC AFFAIRS & OUTREACH COORDINATOR**  
**Position Description & Directions to Apply**

**Be part of our growing team!**

Join the Association on American Indian Affairs to support our vision to create a world where diverse Native American cultures and values are lived, protected and respected!

The Association on American Indian Affairs is the oldest non-profit serving Indian Country protecting sovereignty, preserving culture, educating youth and building capacity. The Association was formed in 1922 to change the destructive path of federal policy from assimilation, termination and allotment, to sovereignty, self-determination and self-sufficiency. Throughout its 98-year history, the Association has provided national advocacy on watershed issues that support sovereignty and culture, while working at a grassroots level with Tribes to support the implementation of programs that affect real lives on the ground.

#### Job Purpose

This position is a full-time non-exempt position overseen by the Executive Director. The Public Affairs and Outreach Coordinator is an ambassador for the Association responsible for delivering the Association's vision, mission and goals to Tribal Nations, Indigenous Peoples and the broader national population, utilizing the Association's website, social media, press, video and other media and marketing tools.

This is an outstanding opportunity for a highly motivated professional to assume a pivotal role in the evolution of a highly respected 100-year old organization.

#### Duties and Responsibilities

- Implements the Association's community outreach, education and marketing efforts that will promote the Association's vision, mission and goals;
- Develops graphics and messaging for social media, email and website-based communications, campaigns and outreach to support the Association's programs;
- Engages with individuals and organizations for multiple purposes;
- Creates and releases publicity material such as press releases and videos;

- Develops marketing materials and participates in events and coordinates volunteers;
- Nurtures meaningful relationships with Tribal Nations, Indigenous Peoples, Tribal and non-Tribal organizations and the public; and
- Works professionally with strong organizational skills and is considerate and respectful of all people.

#### Qualifications

1. Bachelor's degree in public relations, communications, journalism, marketing or a related field.
2. Minimum of three years of demonstrated experience working with programs of similar size and demographics.
3. Evidence of the ability to consistently make good decisions through a combination of analysis, wisdom, experience, and judgment.
4. Provides a strategic vision and agility that enables the organization as a whole to think strategically, anticipate future consequences and trends, and incorporate them into a holistic organizational plan.
5. Action oriented and enjoys working hard and looks for challenges; is able to act and react as necessary, even if limited information is available; not afraid to take charge of a situation.
6. Credible, confident and articulate with proven written and verbal presentation and negotiation skills.
7. Team-player who can build rapport with various groups and organizations.
8. Computer experience working with spreadsheet and word processing software programs, Office365, and including Adobe Creative Cloud and/or other graphics software.
9. Able to meet tight deadlines and remain calm under pressure.
10. Works with honesty and integrity.
11. Knowledge of Indian Affairs policy, Indian Tribes and non-profits and other organizations is preferred but not required.

#### Working Conditions

The office is in Rockville, MD. Some travel is required to Washington, D.C. and other domestic and international locations. This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, etc. The physical demands required for the position are representative of those that must be met in an office environment. This position requires the ability to occasionally lift office products and supplies, up to 30 pounds.

#### Term of Position

The Public Affairs and Outreach Coordinator is overseen and evaluated by the Executive Director on at least an annual basis based on elements of the Association's strategic plan and other professional standards. The terms and benefits shall be included in a Public Affairs and Outreach Coordinator contract. The Association is prepared to discuss an attractive non-profit compensation package, with certain benefits beginning after a probationary period.

## Application Process:

Please provide the following documentation by email only to Shannon Keller O'Loughlin, Executive Director & Attorney, at [general.aaia@Indian-affairs.org](mailto:general.aaia@Indian-affairs.org).

1. Cover letter describing how your expertise and goals fit with the organization's vision, mission and goals:

### VISION

The vision of the Association is to create a world where diverse Native American cultures and values are lived, protected and respected.

### MISSION

The mission of the Association is to lead the grassroots fight to protect Native American Cultural Sovereignty.

### GOALS

The Association's goals are to protect sovereignty, preserve culture, educate youth and build capacity.

2. Current resume.
3. Writing sample of at least 250 words, and no more than 750 words.
4. An original Instagram post that promotes something that the Association is doing.
5. Professional references for at least 3 individuals you have worked with or for.

The position is open until filled. You will be notified as soon as possible that your application was received.