



ASSOCIATION ON AMERICAN INDIAN AFFAIRS

Protecting Sovereignty • Preserving Culture

Educating Youth • Building Capacity

SINCE 1922

PUBLIC AFFAIRS & OUTREACH COORDINATOR

Position Description

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 an executive key employee (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.

Duties and Responsibilities

- Supports the development of, and 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 all of the Association's programs, as well as for other purposes;
- Engages with individuals and organizations for multiple purposes relevant to the vision, mission and goals;
- 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 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 current office is in Rockville, MD. Travel may be required to Washington, DC 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. This position may also be established as a virtual employment position.

Term of Position

The Public Affairs & 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 and non-profit standards. The salary, term and benefits shall be negotiated commensurate with experience and skill.