



ASSOCIATION ON AMERICAN INDIAN AFFAIRS

Protecting Sovereignty • Preserving Culture
Educating Youth • Building Capacity
SINCE 1922

COMMUNICATIONS & PUBLIC RELATIONS DIRECTOR 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 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 senior level key staff (exempt) position directly supervised by the Chief Executive. The Communications and Public Relations Director oversees all external communications, relationships and marketing. The position requires a creative, visionary and strategic leader and ambassador for the Association responsible for delivering the Association's vision, mission and goals to Native Nations, Indigenous Peoples and the broader national and world population through the use of a variety of media and marketing tools. Ultimately, the goal of this position is to ensure well-organized efficient and effective communication of the organization's success stories across all channels. The position is responsible for developing a strategic integrated communications and public relations plans, overseeing the public affairs and outreach team's implementation of the plan, and optimizing and tracking results.

Duties and Responsibilities

- Oversees the Association's outreach, education and marketing efforts that successfully promote the Association's vision, mission and goals to Indian Country, organizational and fundraising partners, and the public;
- Oversees and manages websites and all social media platforms;
- Builds relationships and opportunities with Native Nations, organizations, governmental agencies and the public;
- Utilizes and reports on internet analytics with the intent to improve the Association's impact;
- Oversees and manages the development of written, graphic and video content;
- Develops and manages written and video blogs to help increase visibility and search engine optimization;
- Oversees and manages bulk mail and e-mail communications and campaigns;
- Develops and manages department budget;

- Serves as the primary media contact while generating and maintaining relationships with press, advertisers and vendors to further the exposure of the Association;
- Supervises the communications and public relations employees, interns, fellows and volunteers; and
- Performs any other duties as assigned to meet the needs of the organization.

Qualifications

It is essential that the candidate be committed to the Association's vision and have a deep understanding and commitment to Indian Country. A successful candidate is also a strong strategic thinker, a superb organizer, and an excellent communicator with attention to detail. The candidate will also have proven experience and interest in communications, public relations and community outreach, outstanding leadership skills, and the ability to work effectively with others in a decentralized and geographically dispersed organization.

1. Bachelor's degree in public relations, communications, journalism, marketing or a related field.
2. Minimum of five years of demonstrated experience working with programs of similar size and demographics.
3. Evidence of the ability to professionally advocate for the Association and consistently make good decisions through a combination of analysis, wisdom, experience, and judgment.
4. Ability to work independently, solve problems and take responsibility for moving tasks forward with minimal supervision.
5. Ability to coordinate complex activities, meet deadlines, and use good judgment in managing conflicting demands and priorities.
6. Understanding of media relations and digital media strategies.
7. Familiarity with web platform and social media platform management.
8. Proven excellence working with Office365, Adobe Creative Cloud, Canva, and/or other graphics software and video editing. Experience with NEON CRM is a plus but not required.
9. Incumbent is expected to:
 - Work effectively on a team, including showing productive and team-oriented leadership.
 - Demonstrate ability in writing, editing and research skills.
 - Be a visionary, creative and independent thinker.
 - Continually improve systems and procedures within own job, office and organization.
 - Work with honesty and integrity.
10. Expertise in working collaboratively with Native Nations, and in federal Indian affairs policy nationally.

Working conditions

This is a virtual office position. Employee must have dedicated space to perform their responsibilities. Computer equipment and software will be provided by employer. Travel may be required to domestic locations. This position 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 Communications and Public Relations Director is overseen and evaluated by the Chief Executive 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.