

## NATIONAL INDIAN CHILD WELFARE ASSOCIATION

POSITION TITLE: Executive Communications Manager  
SALARY RANGE: \$35K to \$65K Level I through III  
CLASSIFICATION: Management, regular, full-time, exempt  
SUPERVISOR: Executive Director

**RESPONSIBILITIES:** The Communications Manager for the National Indian Child Welfare Association is responsible for promoting NICWA's public image and visibility through a variety of communications media and provides communications support to the executive director and NICWA staff. The following specific responsibilities must be carried out:

- Ensures that NICWA's name recognition, image, and brand is consistently promoted and utilized via positive public relations
- Prevents negative media attention to Indian child welfare issues when possible and ensures appropriate information and perspectives are shared to enlighten and influence negative media attention when it occurs
- Ensures that NICWA and Indian child welfare issues are proactively, positively positioned in local, state, and national media outlets
- Ensures that maximum exposure of NICWA activities are included in a variety of media outlets
- Ensures that NICWA publications look professional and contain high quality content
- Provides communication support to the executive director and NICWA staff
- Provides supervision to departmental interns, volunteers, or other staff
- Ensures that communications work is performed using principles and methods of sound project management

### DUTIES

1. Develops, implements, and evaluates an integrated communication strategy, to include both smart response and proactive media, in collaboration with the executive director and senior leadership
2. Coordinates inclusion of consistent, positive image, branding and key message in all of NICWA's communications tools and promotional materials, such as brochures, development presentations, program materials and presentations, etc.
3. Works with the executive director, executive team, and program staff to develop and implement methods and venues for positive public recognition of NICWA and promote an effective, long-term communications strategy, such as media appearances, press relations, etc.
4. Coordinates information presented to media outlets on NICWA program services and events and is the initial contact for media reporters on all inquiries
5. Maintains relationships with key media outlets and coordinates press releases and press conferences and secures earned media coverage of NICWA events and services
6. Coordinates communications/media issues requiring executive director and development team review, including drafting and finalizing replies and ensuring accurate and appropriate content and timely responses
7. Promotes a marketing approach, ensuring that NICWA's name and services will be continuously recognized nationally by a variety of constituents and the general public
8. Prepares and places paid advertisements for NICWA events, services, and development activities
9. Compiles content and coordinates design, layout, printing, and mailing or electronic distribution of
10. NICWA's publications such as the annual report, NICWA News, and Pathways Practice Digest
11. Provides high-level proofreading and editing skills on all public documents, such as testimony,
12. communications materials, correspondence, reports, proposals, board minutes, etc.
13. Ensures quality control of all NICWA publications and products for consistency with the NICWA
14. style guide, approved NICWA images, and the NICWA brand
15. Assists the executive director and development team in keeping abreast of related program

information by researching and reading articles, reports, policy documents, etc., and preparing executive summaries

16. Provides communications support to the executive director, such as preparing Power Point presentations, writing speeches, drafting correspondence, and preparing media comments/messages as well as developing, securing, and setting up venues for the executive director and NICWA leadership to be public spokespersons and coordinating with outside publishers on articles authored by the executive director and NICWA leadership
17. Prepares written materials and verbal reports for quarterly meetings of the NICWA board of directors
18. Provides communications consultation and training to NICWA staff or constituents in association with existing NICWA programs, grants, or contracts donors
19. Other duties as assigned

## **QUALIFICATIONS**

This position requires the following qualifications to perform the above duties and carry out the above responsibilities:

1. Associate or bachelor's degree in communications, journalism, media relations, business management, human resources management, or social services, or equivalent specialized experience
2. Has experience building positive, proactive relationships with media
3. Has experience working with media to shape and inform stories
4. Has public relations or marketing experience
5. Has knowledge of Indian culture and social service systems
6. Has strong organizational and time management skills and ability to manage multiple projects and complex schedules
7. Has demonstrated the ability to communicate both orally and in writing in an effective and timely manner
8. Is proficient in the use of MS Word, Power Point and In Design or equivalent software
9. Has ability to work in a team environment, both in leadership and peer relationships
10. Has demonstrated high-level proofreading and editing skills
11. Can capably operate a variety of office equipment, such as a computer, laptop computer, photocopier, scanner, printer, postage meter, etc.
12. Has ability to travel approximately 15% to 20% of the work year

Salary: \$35-65K/year DOE, excellent benefit package. E-mail resume, cover letter, six professional references, and salary history to Carmen Farmer: carmen@nicwa.org, fax to her at (503) 222-4007, or by mail to NICWA, 5100 SW Macadam Ave, #300, Portland, OR 97239, by **February 10, 2012**.