

## NATIONAL INDIAN CHILD WELFARE ASSOCIATION

### JOB ANNOUNCEMENT

POSITION TITLE: Executive Communications Manager  
DEPARTMENT: Executive  
SALARY RANGE: \$55K to \$65K Level III  
CLASSIFICATION: Management, regular, full-time, exempt  
LOCATION: Portland, Oregon  
SUPERVISOR: Executive Director  
RECRUITMENT PERIOD: September 13 – October 2, 2017

**RESPONSIBILITIES:** The executive 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 promote positive, accurate, and balanced media coverage
- 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, promotional materials, social media channels, and website look professional and contain high-quality content
- Provides effective communication support and coaching to the executive director, NICWA staff, and board of directors
- 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. Within three months of hire, and on an ongoing basis, conducts a communications audit and develops an internal report citing strengths and gaps in communications capacity and performance as well as recommendations for building necessary capacity
2. Develops, implements, and evaluates an integrated communication strategy, to include both effective response and proactive media, in collaboration with the executive director and departmental leadership
3. Coordinates inclusion of consistent, positive image, branding, and key messages in all of NICWA's communications tools and promotional materials, such as brochures, program materials, and presentations, etc.
4. Works with the executive director, development staff, management 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.
5. Coordinates information presented to media outlets on NICWA program services and events and is the initial contact for media reporters on all inquiries
6. Proactively builds and maintains relationships with key media outlets, coordinates press releases and press conferences, and secures earned media coverage of NICWA events and services
7. Coordinates communications/media issues requiring executive director, development staff, and program staff review, including drafting and finalizing replies and ensuring accurate and appropriate content and timely responses
8. Participates in national efforts to coordinate communications with and support of key partners on a range of policy, program, and research issues

9. Oversees and cultivates NICWA's audience on social media platforms; ensures compliance with NICWA's social media policy and standards internally and externally; and in coordination with other departments, develops social media content
10. 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
11. Prepares and places paid advertisements for NICWA events, services, and development activities
12. Plans and compiles content generated by staff and coordinates design, layout, printing, and mailing or electronic distribution of NICWA's publications such as the annual report, *NICWA News*, and *Pathways Practice Digest*; manages vendor relationships with external designers, photographers, printers, etc., to produce products
13. Sets standards and conventions for NICWA writers and supports staff in developing and exercising strong technical writing skills
14. Ensures high-level proofreading and editing skills on all public documents, such as testimony, communications materials, correspondence, reports, proposals, board minutes, etc.
15. Ensures quality control of all NICWA publications and products for consistency with the NICWA style guide, approved NICWA images, and the NICWA brand
16. 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
17. Provides communications support to the executive director, such as preparing PowerPoint 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
18. Prepares written materials and verbal reports for quarterly meetings of the NICWA board of directors
19. Provides communications and technical writing consultation and training to NICWA staff or constituents in association with existing NICWA programs, grants, or contracts
20. Other duties as assigned

## **QUALIFICATIONS**

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

1. Bachelor's degree in communications, journalism, media relations, business management, marketing, social services, or equivalent specialized experience
2. Has organizational communications experience
3. Has experience building positive, proactive relationships with media
4. Has experience working with media to shape and inform stories
5. Has public relations or marketing experience
6. Has website management experience and understanding of tools such as Google Analytics and search engine optimization
7. Has knowledge of Indian culture and social service systems
8. Has strong organizational and time management skills and ability to manage multiple projects and complex schedules
9. Has demonstrated the ability to communicate both orally and in writing to different types of audiences in an effective and timely manner
10. Is proficient in the use of Microsoft Office products, Adobe Creative Suite (including Adobe InDesign and Photoshop), social media platforms (including Facebook, Twitter, LinkedIn, and Instagram), and WordPress or equivalent software
11. Has ability to work in a team environment, both in leadership and peer relationships, including effective communications coaching and training of staff
12. Has demonstrated high-level proofreading and editing skills

13. Can capably operate a variety of office equipment, such as a computer, laptop computer, photocopier, scanner, printer, postage meter, etc.
14. Has ability to travel approximately 5% –10% of the work year

**Supervision:** This position works under the direct supervision of the Executive Director. This position provides supervisory responsibilities to departmental interns, volunteers, or other staff.

**Typical Working Environmental Conditions:** The worker is frequently subject to inside environmental conditions that provide protection from weather conditions, but not necessarily from temperature changes, and is occasionally subject to outside environmental conditions.

**Physical Demands:** Frequently involves sedentary work: exerting up to 10 pounds of force and a negligible amount of force to lift, carry, push, pull, or otherwise move objects, including the human body.

**Physical Requirements:** Constantly requires the ability to receive detailed information through oral communications, and to make fine discrimination in sound. Constantly requires repetitive movement of the wrists, hands and/or fingers. Often requires walking or moving about to accomplish tasks. Often requires standing and sitting for sustained periods of time. Occasionally requires ascending or descending stairs or ramps using legs, feet, arms, and hands. Occasionally requires stooping, which entails the use of the lower extremities and back muscles. Infrequently requires crouching.

**Disclaimer:** The individual must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others. The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of all personnel so classified.

#### **TO APPLY**

Send completed application materials including a cover letter, CV/resume, completed NICWA employment application including references (available on our website at <http://www.nicwa.org/careers/> or by calling 503-222-4044), any copy of relevant certifications, and three writing samples: a newsletter article (reflecting general organizational communication to stakeholders), a press release, and a technical writing sample of at least 750 words to:

National Indian Child Welfare Association  
Attn: Human Resources  
5100 SW Macadam Ave, #300  
Portland, Oregon 97239  
Email: [hr@nicwa.org](mailto:hr@nicwa.org)  
Fax: (503) 222-4007