

# NATIONAL INDIAN CHILD WELFARE ASSOCIATION

## Communications Specialist Job Description

**Position Title:** Communication Specialist  
**Supervisor:** Communications Director  
**Department:** Executive

**FLSA Status:** Exempt, salaried  
**Classification:** Regular, full-time  
**Location:** Portland, Oregon  
**Salary:** \$59,000-\$74,000

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### **Position Summary:**

The communications specialist at the National Indian Child Welfare Association (NICWA) is responsible for supporting the development and implementation of strategic communications efforts to amplify NICWA's mission of promoting the well-being of Native children and families. This position reports directly to the communications director and works closely with staff across the organization to assist with developing messages for a range of written products, social media, website content, and earned media efforts.

### **Primary Responsibilities:**

- Supports NICWA's communication strategies to increase reach and impact and to align messaging with organizational goals
- Creates, edits, and distributes culturally relevant content for print and digital platforms including the NICWA website, social media, emails, newsletters, factsheets, and other mediums
- Works with the communications director to ensure quality control of all NICWA communications
- Is an active member of the proofreading team, and partners with the director of communications to maintain editorial standards such as the Chicago Manual of Style and NICWA conventions

### **Essential Functions:**

- Implements key elements of NICWA's communication strategies aligned with NICWA's goals, maintaining a culturally authentic voice
- Develops, edits, and evaluates the performance of website content
- Creates eye-catching social media content, including graphics and videos within social media campaigns
- Manages the social media calendar and collaborates on the editorial calendar
- Assists with conceptualizing and drafting external communications, including the NICWA website, social media, videos, emails, and print materials
- Ensures quality control of all NICWA communications, including fact checking and proofreading content before launch, with direction from the communications director
- Identifies, manages, and shares meaningful stories from NICWA's work to highlight mission impact
- Manages organizational graphic and photo libraries, maintaining proper documentation and usage
- Supports the communications director in media relations, strategic planning, and other high-priority initiatives as needed

### **Additional Responsibilities:**

- Performs other duties and assignments as directed
- Participates in NICWA activities, internal teams, and other tasks as required
- Contributes to organization-wide initiatives and special projects as needed

### **Supervision:**

- This position works under the direct supervision of the communications director
- This position has no supervisory responsibilities

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### **Core Competencies:**

- Models ethics, integrity, and accountability
- Exercises sound judgement and decision-making
- Upholds high standards of accuracy and quality of work standards
- Actively contributes to NICWA's learning community
- Effectively manages workload and prioritization of tasks
- Navigates adversity with resilience and adaptability
- Develops strategic perspectives to enhance organizational success
- Demonstrates professional effectiveness in all aspects of the role
- Champions and promotes NICWA's mission, vision, philosophy, and goals
- Builds and shares organizational knowledge
- Maintains a strong constituent focus, building and deepening constituent knowledge
- Champions and supports organizational change
- Builds and nurtures relationships across teams and stakeholders
- Communicates clarity, influence, and impact
- Encourages collaboration and fosters teamwork
- Inspires and motivates others to achieve high levels of performance
- Adheres to NICWA's policies, procedures, and organizational framework
- Builds effective teams, utilizes talent, and empowers team members to succeed
- Cultivates a culture of continuous improvement by recognizing and rewarding excellence

### **Qualifications:**

- Bachelor's degree in communications, Native American studies, or other related field, or have an equivalent combination of education and experience
- Four to six years of related experience which includes writing and editing projects
- Strong knowledge of Native culture and experience working with tribal organizations or government structures preferred
- Strong verbal and written communication skills, including experience in public speaking and delivering presentations
- Proficiency in using social media platforms (e.g., Facebook, Instagram, LinkedIn) for professional purposes required
- Proficiency with content management systems (e.g., WordPress) and email marketing tools (e.g., Constant Contact preferred) required; experience with Adobe Creative Cloud preferred
- Proficient with Microsoft Office Suite or related software
- Excellent organizational skills and high attention to detail
- Proven ability to work collaboratively in a team environment, demonstrating leadership, peer engagement, and motivation of others
- Strong analytical and problem-solving skills

### **Travel Requirements:**

Has ability to travel approximately 5% –10% of the work year

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### **Work Environment:**

This role operates in a hybrid work setting, with specified in-office and remote workdays. In-office collaboration at NICWA's Portland, Oregon, office location is required on Tuesdays and Wednesdays. Remote work requirements include the ability to work in a virtually professional, quiet, and distraction-free environment while maintaining availability and responsiveness during work hours. Reliability and readiness of technology is also required.

Regular use of standard office equipment, including computers, phones, photocopiers, and filing cabinets is required.

### **Physical Demands:**

Frequently involves prolonged periods of sitting or standing. May require occasional bending, stooping, and lifting of up to 15 pounds.

Physical requirements are representative of those that must be met to successfully perform the essential functions of this position with or without reasonable accommodation.

### **Disclaimer:**

This job description provides a general overview of the responsibilities associated with the role. Duties, responsibilities, and activities are not intended to be construed as exhaustive and may change with or without notice.

NICWA is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, sex, disability, veteran, or any protected status.

### **To Apply:**

Complete application materials include a cover letter, resume, and NICWA's employment application, found at <https://www.nicwa.org/employment>. Please submit completed applications materials to Operations Director Lindsay Early at [lindsay@nicwa.org](mailto:lindsay@nicwa.org) by January 5, 2026.