



NATIVE AMERICAN RIGHTS FUND

1506 BROADWAY, BOULDER, CO 80302

VACANCY ANNOUNCEMENT

- Position:** Communications Director
- Location:** Native American Rights Fund (NARF)
Boulder, Colorado
- Closing Date:** Open until filled with interviews starting in July
- Description:** The Native American Rights Fund is a non-profit national Indian legal services organization representing Indian tribes, organizations, and individuals in Indian law matters of major significance. NARF's main office is in Boulder, Colorado, with additional offices in Washington, D.C. and Anchorage, Alaska. NARF is looking for an experienced, multi-talented Communications professional to be responsible for the design, development, and implementation of its Communications Department as well as leading outreach to both media and supporters. A solid understanding of the historical relationships between states, the United States, and tribes is preferred.
- Qualifications:** Required Qualifications: Bachelor degree in English, Communications, Public Relations, Journalism, or related field. At least seven years of experience in marketing, communications, or public relations. Intimate knowledge of Native American communities and culture. American Indians, Alaska Natives, and Native Hawaiians are encouraged to apply. View the full job description at <http://www.narf.org/contact-us/join-team>. NARF is an Equal Opportunity Employer.
- Salary & Benefits:** Salary is highly competitive, plus generous health and vacation benefits.
- Application Procedure:** Submit by email: a cover letter, complete resume and three references to: Mauda Moran, Communications Manager, Native American Rights Fund, mauda@narf.org.

JOB DESCRIPTION

TITLE OF POSITION:
Director of Communications

REPORTS TO:
Executive Director

DATE: June 2020

DEPARTMENT: Communications

POSITION; GENERAL PURPOSE: The Director of Communications will plan, direct, and coordinate activities designed to maintain a favorable public image while educating the general public and raising awareness about Indian issues, as defined in NARF's fifth guiding priority. Responsible for brand management and promotion. Responsible for outreach and engagement, including media events and activities, press and media contacts, spokesperson training, and the creation of social media and communication materials and public position statements. Serves as a NARF spokesperson with the media. Supervises other communications staff.

RESPONSIBILITIES:

1. Develop and implement an ongoing internal and external communications strategy and plan for NARF that aligns with the organization's mission, vision, and values, as well as its fundraising goals.
2. Work with NARF leadership and staff to develop and implement communication policies and procedures.
3. Develop, implement, and maintain a crisis communication plan for NARF.
4. Create, update, and uphold brand guidelines and style standards for NARF.
5. Serve as a strategic advisor across the organization to gain insight into current work and to understand where there are communications opportunities or potential communications crises.
6. Create and manage editorial calendars for all NARF communications channels, including newsletters, emails, website, publications, social media channels, partner publications and earned media. Oversee, and execute as needed, the development of communications materials.
7. Manage and implement media relations efforts, serving as the primary media contact for the organization. This involves proactively pitching and responding to the media, coordinating interviews, writing statements and talking points, and briefing spokespeople.
8. Manage NARF's social media accounts, including content creation, tracking analytics, responding to inquiries and messages on channels as needed, monitoring key conversations and trends relevant to NARF.
9. Manage the communications team, budget, and any external vendors.
10. Perform other related duties as assigned.

REQUIRED SKILLS/ABILITIES:

- Excellent verbal and written communication skills.
- Superior ability to create messaging and write in a style that will educate and inspire a variety of audience segments.
- Proficient with Adobe Creative Suite, preferred.
- Proficient with Word Press and/or HTML, preferred.
- Fluency with communications technologies and digital communications strategies.
- Ability to offer sound media relations advice to senior leadership.
- Highly organized self-starter who is comfortable in a fast-moving organization.
- Innovative thinking, with a track record for translating strategic thinking into action plans and output.
- Excellent interpersonal skills.
 - Ability to work with management, employees, media, and the larger community.
 - Ability to coordinate efforts of various teams in order to present a coherent message.

EDUCATION AND EXPERIENCE NECESSARY:

- Bachelor's degree in English, Communications, Public Relations, Journalism, or related field, preferred.
- At least seven years of experience in marketing, communications, or public relations, preferably at a nonprofit and/or Indian organization.
- Experience creating and managing content across a variety of channels.
- Experience in stakeholder/community engagement.
- Tribal affiliation/experience working with Native communities, preferred.

Examples of writing and/or communications strategic planning may be required after initial review of applications.