VACANCY ANNOUNCEMENT

Position: Communications Specialist

Location: Native American Rights Fund (NARF)
Boulder, Colorado

Closing Date: February 28, 2021

Description: The Native American Rights Fund is a nonprofit legal organization that works tirelessly to hold governments accountable and protect Native American rights, resources, and lifeways through litigation, legal advocacy, and expertise. NARF is looking for a full-time, experienced Communications Specialist to further this mission by creating strategic, informative, and compelling content such as web pages and blog articles, social media, infographics and fact sheets, email newsletters, videos, case descriptions, press releases, and print publications. Emphasis for this position will be on creative graphic design and digital outreach strategies and content. Remote work for this job is available during the COVID-19 pandemic, with the expectation that the ideal candidate will begin working in the Boulder, Colorado, office as soon as our office re-opens. NARF’s main office is in Boulder, Colorado, with additional offices in Washington, D.C. and Anchorage, Alaska. NARF is an Equal Opportunity Employer.

Qualifications: Required Qualifications: Bachelor degree in a related area. One to three years of work experience and/or post graduate work in journalism, communications, public relations, or marketing. Experience working with Native American communities and issues is required. American Indians, Alaska Natives, and Native Hawaiians are encouraged to apply.

Salary & Benefits: The salary range is $58,000 to $76,000 depending on experience and qualifications. Generous benefits package includes, health, dental, and vision insurance, 15 days of paid annual leave per year, 8 hours of paid sick leave per month, 6 weeks of paid parental leave and medical/disability leave, if necessary, within a rolling twelve-month period, 3% employer contribution to employee 401k plan after one year of service, group life insurance, accident insurance, and short-term and long term disability insurance.

Application Procedure: Submit by email: a cover letter, complete resume and three references to: Mauda Moran, Communications Director, Native American Rights Fund, 1506 Broadway, Boulder, CO 80302, mauda@narf.org.
JOB DESCRIPTION

TITLE OF POSITION: Communications Specialist

REPORTS TO: Director of Communications

DATE: January 2021

DEPARTMENT: Communications

POSITION: This position will contribute to and create strategy and content for a variety of media such as web pages and blog articles, social media, infographics and fact sheets, email newsletters, videos, case descriptions, press releases, and print publications that advance the Native American Rights Fund’s mission to provide legal expertise and advocacy to tribes and Native American people. Emphasis for this position will be on creative design and digital outreach. However, the Communications team is small and the position will be called on to collaborate on projects from across the communications spectrum including media relations, crisis communications, donor relations, internal communications, etc.

RESPONSIBILITIES:

- Work closely with the Director of Communications to develop and implement innovative communication plans, messaging strategies, and outreach materials that achieve media results, support advocacy goals, and promote NARF as a leader and expert in Indian law and tribal advocacy.
- Create strategies and templates for social media outreach to further organizational goals including policy developments, advocacy, and public education. Elevate NARF’s digital presence, including on social media platforms with organic and paid content.
- Maintain a digital content calendar. Produce regular content and schedule social media posts. Bring a strong creative vision to produce compelling graphics and video content that broaden awareness and engagement.
- Coordinate across teams to develop materials that are consistent in timing, tone, messaging, and branding.
- Identify appropriate analytics and monitor Key Performance Indicators. Set performance objectives. Analyze data and refine strategies to increase online actions and engagement. Perform periodic reporting on the success of communications efforts.
- Stay abreast of latest tools and best practices for online advocacy.
- As needed, create copy and design for various outreach materials including web pages, emails, press releases, op-eds, fact sheets, infographics, briefing packages, and print publications. Maintain and uphold branding and messaging guidelines throughout.
- Synthesize complex legal issues and draft clear and motivating story-telling text based on Native peoples’ experiences.
- Cultivate relationships with influencers, reporters, and other media professionals to communicate NARF’s news and priorities. Share responsibility for fielding media requests and arranging interviews with NARF attorneys.
EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor’s Degree.
- 1-3 years work experience and/or post graduate work in journalism, communications, public relations, or marketing.
- Experience working with Native American communities and issues is required.
- Graphic design skills and familiarity with creative software, e.g., Photoshop and Canva.
- Ability to write clearly, concisely, and logically.
- Working knowledge of CRM/eCRMs, including Engaging Networks, Salesforce, and similar technologies.
- Experience with WordPress or other website content management systems. Basic knowledge of HTML.
- Thorough knowledge of social media tools, including Twitter and Facebook.
- Familiarity with Google Nonprofit Suite including Google Analytics and Ads.
- Education or experience in the areas of communication, marketing, public relations, journalism, writing, website administration and design.
- Knowledge or skills in AP style, online advertising, SEO, analytic analysis, graphic design, photography, videography, or video editing.
- Ability to use data to inform outreach strategies and tactics.
- Ability to work independently and manage time efficiently in a fast-paced environment.
- Comfortable learning new technologies and working across multiple systems.