



Title: Director of Communications and Advancement

Functional Department: Communications and Advancement

Job Reports To: Executive Director

 X Exempt Non-Exempt

About the NIWRC:

The National Indigenous Women's Resource Center, Inc. is a non-profit organization created specifically to serve as the National Indian Resource Center to Enhance Safety of Native Women. The NIWRC provides technical assistance, policy development and system engagement, training, materials and resource information, and guidance with evaluation/research regarding violence against American Indian, Alaska Native (AI/AN), and Native Hawaiian women. Our mission is to uphold the sovereignty of Indian nations so we can restore safety for Native women and their children.

Position Summary:

The Director of Communications and Advancement will take the lead for NIWRC's communication and public awareness initiatives, fundraising and advancement, as well as manage NIWRC's strategic communications activities. The Director will also have a wide array of responsibilities, including gaining visibility for priority Campaigns, helping NIWRC staff develop their media skills and strategies, utilizing NIWRC software and social media to communicate across our network, writing, design, formatting and editing content for websites, resources and newsletters, etc.

Major Responsibilities/Activities:

Leadership Duties:

1. Develops and inspires a culture of positivity, collaboration, inclusion, and accountability within the Division and Organization.
2. Visionary – In collaboration with the Executive Director, creates an innovative and inspiring vision and action plan for the Division; communicates the vision to the staff and reinforces the vision goals in all conversations; communicates the vision (verbally and written) to important stakeholders and funders.
3. Management and Administration – Directs management and administrative activities of the NIWRC's resource development and production; develops written policies and systems needed to create effective and efficient resources and communication

development, including measurement of activities and progress against established goals; reviews protocols with individual program components on a monthly basis; completes all needed administrative activities, including leading meetings, setting agenda and goals for timeline and deliverables; regularly meets with relevant staff to discuss and review program services and operations.

4. Financial Management – Provides input into the development of the annual organization budget; aligns and monitors Divisional spending within budget expectations; provides all supportive documentation needed for accounting operations.
5. Public Relations – Represents the organization by participating in key associations and organizations, serving on committees and advisory groups, speaking in public settings, and communicating with the media.
6. Compliance – Ensures that the staff and organization know and “live” the organization’s core guiding principles on a daily basis; ensures staff comply with all local, state, and federal legal requirements; complies with grant funding requirements; ensures all staff meet grant and program reporting deadlines.
7. Program Development - Oversees the development, implementation, and evaluation of communication services provided in support of the organizational mission; researches best practices within the field and innovative ideas in other industries to create new program ideas.

Communication & Resource Development Duties:

- Coordinates development of layout/design & distribute grant funded resources and activities.
- Coordinates Table Display/Informational booth at various conferences.
- Develops, maintains and implements an organizational National Dissemination Strategy, and Marketing and Public Relations plans for the entire organization.
- Works closely with other internal teams to ensure work is informed by research and policy.
- Mentors sister organization communications staff.
- Manages the bi-annual revision and updating of existing resources.
- Develops and implements a strategic plan to brand NIWRC, including produce and coordinate the scheduling of advertising for media and event programs.
- Develops and executes an operational plan for the agency’s public relations and marketing department. Works with the Executive team to develop marketing and promotional plans for NIWRC initiatives.
- Works closely with Executive Director and Leadership Team on relationship building and outreach efforts to national multimedia.
- Evaluates progress toward strategic and long-range goals and reports outcomes to Executive Director.
- Manages tribal and mainstream media relations and maintains the media contacts mailing list/database.
- Writes and disseminates press release and announcements; pitches stories and develops op-ed pieces; and leads public awareness campaign nationally when appropriate.
- Writes, produces, edits and formats newsletters and community advisories, and NIWRC’s annual report.

- Assists in writing, producing, editing and formatting NIWRC publication and resources, including the Restoration Magazine, awareness videos.
- Develops correspondence, reports and evaluations and responds to requests for information in a timely and effective manner.
- Demonstrates the ability to act as spokesperson for the agency nationally in a wide and highly visible range of situations. This may include responding to press calls and work with program staff to develop talking points or quotes.
- Remains current on professional, agency and legislative issues by reviewing and processing informational material in a timely manner.
- Demonstrates knowledge, understanding, and ability to execute coordinated campaigns using various social media platforms, and helps manage and upload content for NIWRC's social networking sites such as Facebook, Instagram, Twitter, etc.
- Collaborate with advocacy staff to integrate media outreach into campaign planning.
- Manage and assist staff in developing content for NIWRC's website, and in regularly uploading new content.
- Manages, coordinates and oversees use of photos, including managing NIWRC's digital photo library.
- Adheres to and positively promotes the vision and mission of the organization. Demonstrates the ability to positively lead and motivate others.
- Facilitates problem resolution techniques that promote positive working relationships and strengthens internal management and effective team building.
- Serve as point of contact for fundraising/foundation contacts and develops/implements development strategy.
- Other projects and responsibilities may be added and/or changed at the discretion of the Executive Director.

Minimum Requirements:

- a. Education – A minimum of a Bachelor's Degree in a communications, marketing, or business, or other relevant fields.
- b. Experience – A minimum of four years of demonstrated experience with progressively higher level of responsibilities.
- c. Knowledge of tribal, state and national advocacy organizations working to effect social change and that addresses the issue of violence against Native women.
- d. Willingness and ability to travel locally, statewide and nationally.
- e. Experience in content / copy writing, journalism, layout design, content for web, etc.
- f. Excellent organization skills that can write and/or translate ideas to paper/product.
- g. Experience and use of social networks in an organizational context is preferred over someone who simply uses Facebook.
- h. Demonstrated experience working in a multi-disciplinary team setting to develop communications strategy.
- i. Demonstrated ability to communicate complex and controversial issues and to convey information about the issues to both narrow and broad audiences.
- j. Experience working in Native American communities is preferred.
- k. Must demonstrate tact and grace under pressure.
- l. Exceptional research, analytical, writing and editing skills with working knowledge of the production of printed publications, including layout and graphic design.
- m. Ability to multitask and work under tight deadlines.

- n. Must have emotional and physical stamina to deal with a variety of stressful situations, and to effectively work long and at times odd hours, while maintaining a positive attitude.
- o. Excellent computer skills, including knowledge of various layout applications such as InDesign, Illustrator, Pages, Photoshop (or equivalent image editing software), etc.
- p. Personal qualities of integrity, credibility, and a commitment to the NIWRC's mission.

Work Habits:

- Collaborative
- Reliable
- Respectful
- Excellent communicator
- Customer service oriented
- Honest
- Forward looking
- Competent
- Inspiring

Signature: _____ **Date** _____

Approved by: _____ **Date** _____

Note: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.