



## **Mi'kmaq Nation Job Description**

**Title:** Communications Coordinator

**Supervisor:** Tribal Administrator

**GENERAL FUNCTION:** The coordinator will be responsible for the concept, creation, and implementation of media relations such as drafting materials, letters, writing press releases, and developing promotional material. The Communications Coordinator will be responsible for disseminating resources and education to community members through social media, virtually, and Tribal Mailings.

**QUALIFICATIONS:** Applicants must have a minimum of an Associate in a related degree field such as media, public relations or related field and/or equivalent experience of two years or more working with public relations and/or communications. Knowledge and/or experience working with Native American Culture is necessary. A clean driver's license is necessary.

### **JOB SEGMENTS:**

- ❖ Write a variety of content to support communications and marketing efforts, including newsletters, website copy, brochures and press releases.
- ❖ Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies
- ❖ Develop COVID-19 precautionary promotional material.
- ❖ Promote Tribal Resources for Tribal Members.
- ❖ Perform outreach to press outlets, magazines, influencers and build strategic partnerships to grow brand notoriety.
- ❖ Provide training to employees as applicable.
- ❖ Plan and implement a communications strategy.
- ❖ Monitor the company's social media and online presence.
- ❖ Organize and direct promotional events.
- ❖ Recommend techniques to improve the company's public image.
- ❖ Make sure that all promotional and marketing materials meet the company's brand identity strategy.
- ❖ Identify and resolve any issues with promotional content in a timely and professional manner.
- ❖ Serve as a point of contact for media and public questions.
- ❖ Assess and report on the effectiveness of communication strategies.
- ❖ Coordinate meetings, press conferences, and presentations.

**NOTICE:** This position in no way states or implies that the responsibilities and tasks are the only responsibility and tasks to be performed by the employee occupying this position. S/he will be required to follow any other instructions and to perform any other job-related duties as required by his/her immediate supervisor.

Requirements stated herein are minimum levels of knowledge, skills, and/or abilities to qualify for this position. To perform the duties and responsibilities of this position successfully, the incumbent will possess the abilities and aptitudes to perform each task proficiently. "Ability" means to possess and apply both knowledge and skill.

All employment decisions, including promotions, transfers and others, are based on meeting all requirements herein, and on Tribal need, the employee's being in good standing (including lack of disciplinary actions), meeting all applicable performance standards and other non-discriminatory criteria. The methods of fulfilling requirements are subject to possible modification to reasonably accommodate qualified individuals who pose a direct threat of significant to health and safety of themselves or others.

This is a partial list of duties for a complete list of tasks please go to [Micmac-nsn.gov](http://Micmac-nsn.gov) to for complete job description. **The Closing date for the position is November 23, 2021.** If you are interested in applying for this position you must submit a completed job application; a completed application includes copies of certificates/licenses/degrees you have stated ***that you have obtained in your application, along with a cover letter and a resume, 3 professional references from current or past employers (within 3 years).*** A complete Job Description and an Applications can be accessed online at [www.micmac-nsn.gov](http://www.micmac-nsn.gov) under Job Opportunities or you can call Cheryl Smart at 764-1972 to have an application mailed. An offer of employment will not be made without successful DHHS and State of Maine background checks. The successful candidate must also submit to an FBI fingerprint background check.

**Please send the completed Job Application to the following address or email:**

**Attn: Human Resource Assistant  
Cheryl Smart  
Mi'kmaq Nation  
7 Northern Road, Presque Isle, ME 04769  
[csmart@micmac-nsn.gov](mailto:csmart@micmac-nsn.gov)**

***The Mi'kmaq Nation practices Native Preference to qualified Native Americans in accordance with Public Law 93-638 and is an Equal Opportunity and service provider.***