



Native American Youth and Family Center

5135 NE Columbia Boulevard, Portland, Oregon 97218
P (503) 288-8177 | F (503) 288-1260 | www.nayapdx.org

The Mission of NAYA Family Center is “...to enhance the diverse strengths of our youth and families in partnership with the community through cultural identity and education”.

Position Description

Position:	Communications Manager
Department/Program:	Development and Communications
Compensation:	Starts at \$40,000 annually or commensurate with experience
Benefits:	Paid time off is based on tenure with the agency and includes accruals of sick and vacation hours (see agency Personnel Policy manual for PTO accrual rates). NAYA recognizes ten paid holidays per calendar year. NAYA also provides medical, dental, and vision insurance, a Flexible Spending Account, and Life Insurance. Employees may enroll in a 401K retirement plan after 1 year of employment.
Employment Status:	Regular, Full-time, Exempt
Hours:	General working hours are 9am-6pm; flexible work schedule available upon approval; evenings and occasional weekends, as assigned.
Supervision:	Volunteers
Reports To:	Director of Development
Job Location:	Portland, OR
Created/Revised:	May 2017

Position Description:

The Communications Manager is a capable and creative writer, responsible for developing and managing content across multiple platforms to reach, retain, and engage current and new audiences. The successful candidate will plan, conduct and manage a range of outreach materials, social media, public relations and communication strategies to increase awareness and support of NAYA programs and events, maintaining clear messaging and brand throughout.

Essential Functions:

- Collaborate with Director of Development to develop an annual communications plan that will increase the visibility of NAYA and grow its base of supporters
 - Work with Director of Development to develop key messages, brand strategy, and style guides, and ensure consistent use throughout the organization
 - Collaborate with the leadership team to design and implement organization-wide expectations and procedures for gathering stories, photos, and other content required to support communications efforts
 - Write and manage the creation of all organizational outreach materials developed for annual and major donors, including solicitation campaigns and letters, brochures and newsletters
 - Strategically utilize website/blog and social media to increase levels of engagement with the organization, grow its base of supporters, inviting interest and participation in Native American culture.
 - Support the planning and execution of the organization’s annual fundraising events with related messaging, materials, and promotion
 - Develop media plans, establish relationships with relevant media outlets, and write press releases
 - Manage other communications and public relations activities as they arise
 - Consistently produce high-quality deliverables on a timely basis and demonstrate good decision-making
- Other duties as assigned by the Director of Development

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Additional Duties:

- Other duties as assigned by the Director of Development
- Additional NAYA Family Center Duties:
 - Understand and adhere to confidentiality
 - Represent NAYA with the utmost professionalism at community events and other public relations opportunities
 - Participate actively in cross-departmental team projects as directed by the Director of Development
 - Contribute to fostering a safe and secure environment for community members and staff

Qualifications:

Education & Training:

- Bachelor's degree or equivalent experience in related field, such as journalism, communications or marketing
- Understanding of development, fundraising and nonprofit organizations
- Knowledge of Native American history, an understanding of the diversity of the local American Indian/Alaskan Native community and issues surrounding the Urban Indian experience

Experience:

- Minimum 2-3 years related professional experience
- Experience working within diverse populations (specifically with the urban and reservation Native American population, including working within a tribe, board, or other organization) *strongly* preferred

Skills:

- Excellent written communication skills and copy editing abilities; nuanced understanding of written and visual messaging
- Experience working with websites and managing standard social media platforms
- Highly organized; experienced in developing processes and procedures, strategies and campaigns
- Ability to take initiative and work creatively, launching new ideas or driving process improvements
- Ability to work quickly, independently and creatively under pressure
- Protection of confidential information and materials
- Ability to work independently as well as a part of a team
- Knowledge of AP style
- Graphic design skills and proficiency in Adobe Creative Suite strongly preferred
- Proficient computer skills including: Wordpress, MailChimp, Microsoft Office Suite and HTML

Work Environment: 85% office, 15% outside office including travel time.

Physical Requirements: lifting a maximum of 30 pounds, sitting for extended periods of time.

- The employee is occasionally required to stand; walk; sit; use hands to handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell.
- The employee may be required to sit for extended periods of time.
- The employee must occasionally lift and/or move up to 30 pounds.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Equipment Used: Computer, phone, fax, copy machine.

Safety Considerations: Some travel may be required.

Other Requirements:

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- Valid Oregon or Washington State Driver License (must be eligible to be an insured driver under NAYA Family Center's liability insurance policy)
- Successful completion of a background investigation (including a fingerprint criminal history check)

Application Procedures:

Interested candidates should submit:

1. A Cover Letter addressing your qualifications for the position and why you are interested in joining the NAYA Family Center team
2. A current Resume
3. A completed NAYA Application for Employment Form

Application forms and additional information about employment at NAYA Family Center can be found at <http://www.nayapdx.org/about/jobs>.

Application Deadline: Open until Filled

Attention: Incomplete applications will not be considered. Electronically submitted applications are preferred. Due to the sheer number applicants, only those applicants selected for an interview will be contacted. Please respect our no phone calls policy. This job description does not constitute an employment agreement and is subject to change by the employer due to changes in grants and funding sources.

Please send application materials to:

Human Resources
Native American Youth and Family Center
5135 NE Columbia Boulevard
Portland, OR 97218
Fax: (503) 288-1260
E-mail: hr@nayapdx.org