



# Native American Youth and Family Center

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**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

<b>Position:</b>	<b>Communications Manager</b>
<b>Department/Program:</b>	Development/Communications
<b>Compensation:</b>	\$55,000 - \$62,000 annually, commensurate with experience
<b>Benefits:</b>	Paid time off is based on tenure with the agency and includes accruals of sick and vacation hours. NAYA recognizes twelve paid holidays per calendar year. NAYA also provides medical, dental, vision insurance and Life Insurance. Employees may enroll in a 401K retirement plan after 3 months of employment.
<b>Employment Status:</b>	Regular, Full-Time, Exempt
<b>Hours:</b>	General working hours are 9am-6pm and working from home; flexible work schedule available upon approval; evenings and occasional weekends, as assigned.
<b>Supervision:</b>	Communications Coordinator
<b>Reports To:</b>	Director of Development
<b>Job Location:</b>	Portland, OR
<b>Created/Revised:</b>	November 2021

### Organization Description:

Founded by the community, for the community, Native American Youth and Family Center (NAYA) is rooted in sustaining tradition and building cultural wealth. NAYA provides culturally-specific programs and services that guide our people in the direction of personal success and balance through cultural empowerment. Our continuum of lifetime services creates a wraparound, holistic healthy environment that is Youth Centered, Family Driven, and Elder Guided.

### Position Description:

The Communications Manager will manage and execute NAYA’s communications strategy and initiatives to uplift the organization’s mission and advance its programs. The Communications Manager will work closely with the Director of Development and Communications to set communications policy and strategy, including crisis communications and media relations, and manage the day-to-day functions of the communications coordinator and/or program staff and other collaborators.

The Communications Manager is a capable and creative writer, responsible for writing and managing content across multiple platforms to reach, retain, and engage current and new audiences. The successful candidate will plan 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:**

### **Communications Strategy**

- Develop an annual communications plan in collaboration with the Director of Development and Communications to set annual goals
- Develop and maintain organizational voice, key messages, brand strategy, and style guides, and ensure consistent use throughout the organization
- In partnership with the Director of Development and Communications, coordinate NAYA's media strategy and crisis communications response

### **Program Management**

- 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
- Oversee and participate in 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
- Other duties as assigned by the Director of Development

### **Supervision**

- Supervise, guide and support Communications Coordinator
- Set individual annual performance goals and provide feedback, support, and accountability towards goals
- Support staff's professional development and learning goals to grow in their roles

## **Additional Duties:**

- 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 3 - 4 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 copyediting 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

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## Skills continued:

- 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 preferred
- Proficient computer skills including: Wordpress, MailChimp, Microsoft Office Suite and HTML

**Work Environment:** 90% office/home/remotely, 10% outside office including travel time. Much of the position will happen through telework, including video conferencing and telephone, during the COVID-19 crisis.

## **Physical Requirements:**

- The employee is occasionally required to stand; walk; sit; use hands to finger, 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, copy machine.

**Safety Considerations:** Some travel may be required.

## **Other Requirements:**

1. Valid Oregon or Washington state driver license or must be able to obtain one upon hire (must be eligible to be an insured driver under NAYA Family Center's liability insurance policy which requires an Oregon or Washington)
2. Successful completion of a background investigation (including a fingerprint criminal history check; see [https://www.pps.net/cms/lib/OR01913224/Centricity/Domain/60/Forms%20-%20Fingerprinting/Disqualifying\\_Convictions\\_2015.pdf](https://www.pps.net/cms/lib/OR01913224/Centricity/Domain/60/Forms%20-%20Fingerprinting/Disqualifying_Convictions_2015.pdf) for more information)
3. Must be fully vaccinated for COVID-19 (two weeks after a two dose or one dose regimen) before start date\*.

## **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 résumé
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: Friday, December 10, 2021**

**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

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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:**

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