



Native American Youth and Family Center

5135 NE Columbia Blvd, Portland, OR 97218 | p 503.288.8177 | f 503.288.1260 | 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:	Digital Media and Engagement Manager
Department/Program:	Development and Communications
Compensation:	Starts at \$68,000 - \$75,000, commensurate with experience
Employment Status:	Regular, Full-Time, Exempt
Benefits:	NAYA recognizes 14 paid holidays per fiscal year. Additional paid time off includes accruals of sick and vacation hours; vacation time is based on tenure with the agency. NAYA also provides medical, dental, and vision insurance, a Flexible Spending Account, and Life Insurance. Employees may enroll in a 401K retirement plan after 3 months of employment and NAYA will match employee contribution to their 401K, up to 6%.
Hours:	General working hours are 8:30am-5pm; flexible work schedule available upon approval; evenings and occasional weekends, as assigned.
Supervision:	No supervisory requirements
Reports To:	Director of Development and Communications
Job Location:	Portland, OR
Created/Revised:	August 2024

Position Description:

The Digital Media and Engagement Manager supports and executes organizational communications strategy and initiatives to uplift the organization’s mission and advance its programs. Working closely with the Director of Development and Communications and Communications Manager, the Digital Media and Engagement Manager will develop impactful social media campaigns, providing compelling social media and community engagement content to promote the organization.

The Digital Media and Engagement Manager is a capable and creative writer and communicator, responsible for creating content across multiple platforms to reach, retain, and engage current and new audiences. The successful candidate will write, plan and manage a range of social media and communication strategies to increase awareness and support of NAYA programs and events, maintaining clear messaging and brand throughout.

Essential Functions:

Communications Strategy Support

- Work with Director of Communications and Communications Manager to develop and implement comprehensive organizational digital communication strategy that includes Facebook, Instagram, X, Linked In, Email outreach, and blog stories
- Maintain organizational voice, key messages, brand strategy, and style guides across channels

Program Support

- Develop suite of organizational templates to maintain NAYA style guide and brand, providing support for their consistent use across the organization
- Support NAYA’s website maintenance with content creation, including copy writing, creating engaging graphics and infographics

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- Create and manage NAYA's story gathering process and tools for use across organization
- Develop and implement social media campaigns to enhance visibility and engagement in NAYA programmatic and fundraising initiatives
- Assist with the development and production of annual impact report and organizational brochures
- Manage and grow presence on social platforms to ensure active communities, provide analysis, and research new opportunities for engagement

Content Creation

- Write and schedule NAYA monthly electronic newsletters, daily social media posts and campaigns, blog stories
- Support the planning and execution of the organization's annual fundraising events with related messaging, materials, and promotion
- Assist in writing content for key organization publications including newsletters, appeals, and brochures
- Regularly maintain website, events calendar, and blog posts as needed
- Contribute to NAYA's photo library by taking photos to document events and programs
- Design and/or lay out collateral materials as needed

Additional Duties:

- Other duties as assigned by Director of Development and Communications
- Attend NAYA programs and events
- Understand and adhere to confidentiality
- Represent NAYA with the utmost professionalism at community events and other public relations opportunities
- Work as an active member of departmental team
- Participate actively in cross-departmental team projects
- 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 required

Experience:

- Minimum of three 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
- 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
- High proficiency in Wordpress, Hootsuite, MailChimp, and Canva. HTML is a plus

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Work Environment: 90% office/classroom/remotely, 10% outside office including travel time. NAYA employees are expected to work on site most of the week. With supervisory approval, employees may be able to work at home 1 to 2 days per week after successful onboarding.

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 20 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:

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 driver’s license)
2. Successful completion of a background investigation (including a fingerprint criminal history check; see [here](#) for more information)
3. Must be fully vaccinated for COVID-19 within 45 days of start date.

If using Position Description to Advertise a Vacancy, use the following section:

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

Note: Candidates selected for a job offer will be asked to complete a NAYA application.

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:
Attn: Human Resources
Native American Youth and Family Center
5135 NE Columbia Boulevard

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Portland, OR 97218

Fax: (503) 288-1260

E-mail: jobs@nayapdx.org