

Sitka Tribe of Alaska
Job Description
Communications & Events Specialist

Exempt:	No	Grade:	11 (\$34.28-\$38.31)
Department:	Administration	Hours:	8:00 a.m. -4:30 p.m.
Reports to:	Director of Communications	Effective Date:	January 2, 2024
Prepared By:	Human Resources Manager	Approved By:	Chief Operating Officer

I. SUMMARY

The Communications & Events Specialist plans and organizes events, maintains web and digital assets, and executes the Tribe's external communications strategy. The person in this position is an organized, detail-oriented, and visually creative individual with graphic design skills who can produce digital and printed communication products across a variety of platforms.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES

A. Supervision and Authority

This position does not have supervisory authority

B. General Duties

- Event coordination
 - Lead in planning and coordinating internal and external events that involve the Tribe or multiple departments, including but not limited to all-staff gatherings, the annual picnic, and annual meeting
 - Assist other departments in planning and coordinating their events and meetings as needed
 - Reserve venues and equipment, manage online events, and record and broadcast as requested
 - Plan meal menu, procure food and other supplies
 - Organize staff volunteers and coordinate with partner organizations
 - Work on publicity before and after events and secure media releases for participants.

- External Communications
 - Web maintenance
 - Make regular updates to content on the Tribe's website
 - Maintain the online calendar

- Post newsletters, reports, solicitations, publicity, and agendas as requested
- Social media management
 - Manage existing Facebook and Instagram pages in accordance with the Tribe's brand guidelines and social media strategy
 - Develop, produce, and post social media content
- Media asset management
 - Take photographs and record audio and video at STA and community events.
 - Develop, organize, and maintain an archive of digital communications assets, including graphics, photos, video, and audio for use in communications. Document rights to images and use as necessary.
 - Maintain archive of STA press clips.
- Brand collateral
 - Work with outside vendors to design, develop, and maintain inventory of brand collateral
- Graphic design and content development
 - Work with outside vendors to design, develop, and produce reports and materials.
- Internal Communications
 - Draft content and lay out weekly internal newsletter
 - Assist in preparing internal communications as needed

C. Meetings, STA Reporting and Professional Conduct

- Represent Sitka Tribe of Alaska and maintain positive relations with other tribal, state, federal, and local governments, public agencies, Tribal Citizens, the public, and the media
- Treat STA Council, Staff, Tribal Citizens, and the public in a respectful manner
- Personal brand and personal social media presence must be consistent with the

Tribe's mission, vision, and values.

- Attend other meetings as scheduled or requested
- Maintain a professional appearance in the community at all times
- Perform other duties as assigned.

III. MINIMUM REQUIREMENTS

A. Education

- Associate degree in marketing, communications, graphic design, or a related field from an accredited college or university. Bachelor's degree preferred.
- Any equivalent combination of experience, education, and training that provides the knowledge, skills, and abilities necessary to perform the work may be considered in lieu of a degree.

B. Experience

- One year of marketing, corporate communications, and/or public relations experience.
- One year of experience with professional social media management.
- Proven track record of organizing successful events.
- Experience with posting and maintaining web content.
- Previous professional or volunteer experience working for a mission-driven entity in the Tribal, federal, state, local, or nonprofit sectors.

C. Additional Requirements

- The person in this position is responsible for planning and managing events and the development and maintenance of communications materials that are designed to be viewed and heard. The ability to see clearly, to perceive color accurately, and to hear well enough to record, produce and upload audio and video content are essential to this position.
- Position requires prolonged periods of working on a computer/keyboard.
- Position requires periodic work outside of normal office hours, including evenings and weekends.

D. Knowledge, Skills and Abilities:

- Strong visual skills and competence in graphic design, photography, and

video/audio production.

- Proficiency with the following communications software and platforms
 - Wordpress
 - Meta
 - TikTok
 - Canva
 - Adobe Creative Suite
 - CRM software
 - Microsoft Office Suite
 - Google Workspace
- Written and verbal communication skills and proficiency in English.
- Superior organizational skills and ability to manage multiple projects and meet deadlines.
- Cultural competence with the indigenous peoples of Southeast Alaska.

E. PREFERRED KNOWLEDGE, SKILLS AND ABILITIES

- Understanding of the Native community in Sitka.
- Previous experience working for a Tribal government.
- Basic knowledge of Northwest Coast arts, formline design, and Lingít language desirable.
- Ability to proofread desirable.

IV. PREFERENCE

Tribal Citizen and Native preference in hiring applies as outlined in the STA Hiring Policy and Procedure and the STA Employee Handbook.

V. ADDITIONAL

A. Criminal Background Check

This position requires full compliance with the STA Criminal Background Check ordinance. All candidates for this position must consent to a criminal history record check and submit a separate application for suitability. No individual may fill this position:

- Who has been convicted of any crime involving a sexual offense.

The individual who holds this position is required to report any violation of a criminal statute within one working day of the charge or conviction to the individual's immediate supervisor.

B. Drug- and Alcohol-Free Workplace

This position is required to comply with Sitka Tribe of Alaska's Drug and Alcohol-Free Workplace Ordinance. This position therefore is subject to reasonable suspicion and follow-up drug/and or alcohol testing.