



Job Description: Communications Assistant

BASIC INFORMATION	
Job Classification	
Hiring Range	
Funding Source	
FLSA Status	Non-Exempt
Provisional Period	90 days
Job Title	Communications Assistant (2)
Location	Eagan, MN
Department	StrongHearts Native Helpline
Position Type	FT-Salaried <input checked="" type="checkbox"/> FT-Hourly <input type="checkbox"/> PT Hourly (16 Hours) <input type="checkbox"/> PT Hourly (24 Hours) <input type="checkbox"/> Relief <input type="checkbox"/> Temp <input type="checkbox"/> Intern-Paid <input type="checkbox"/> Intern-Unpaid
Reports to	Communications Manager
Supervises	None
Shift	Regular
Job Type	

GENERAL POSITION PURPOSE STATEMENT - JOB DESCRIPTION SUMMARY
<p>The Communications Assistant is a member of the StrongHearts Communications Team and reports directly to the Communications Manager.</p> <p>The Communications Assistant promotes the StrongHearts Native Helpline as a culturally-appropriate domestic violence and dating violence resource across multiple channels and helps execute all communications strategies to ensure consistent branding and messaging.</p> <p>The Communications Assistant is scheduled for a 40-hour week. Some work may necessitate work during hours outside of the Assistant's regular schedule. The Assistant will serve as a support in developing print and digital content, curating social media posts, conducting outreach to Tribal communities and Native organizations, and preparing reports to meet grant deliverables. This position requires a high level of attention to detail, the ability to evaluate outreach efforts, and an openness to constructive feedback.</p> <p>This position requires a high level of organization skills, poise and cultural-sensitivity.</p>

ESSENTIAL RESPONSIBILITIES AND DUTIES

Content and Social Media (60%)

- Participates in executing communications plan, strategies and campaigns to promote StrongHearts services
- Maintains editorial calendar for Communications Team, including all content, outreach and social media efforts
- Prepares and edits culturally-relevant copy promoting StrongHearts for printed materials, website and blog, toolkits, newsletters and email
- Designs graphics and branded items for marketing StrongHearts services
- Prepares and schedules newsletters and social media posts for optimized delivery
- Cultivate and build StrongHearts' social media communities (Facebook, Twitter and Instagram)
Monitors social media engagement and analytics; evaluates performance and collects audience insights
- Explore new ways to engage and utilize social platforms to reach audience
- Creates new social media marketing/advertising campaigns
- Ensure brand guidelines are used across all internal and external items

Outreach (30%):

- Conducts outreach in-person to promote helpline at local Tribal community events
- Cultivates promotional relationships by email, phone and/or in-person, particularly with community and social media influencers
- Identifies and seeks opportunities for distribution of promotional materials at relevant conferences, trainings and community events

Support and Reporting (10%):

- Communicates all service-related complaints and concerns to appropriate staff
- Prepares mailings of promotional materials as requested
- Compiles, tracks, updates and evaluates communications efforts and analytics; prepares written reports
- Assists with identifying new/emerging trends, conversations and promotional opportunities
- Participates in team domestic violence and communications/outreach trainings
- Participates in any StrongHearts Team evaluation efforts
- Promotes positive public image for StrongHearts
- Performs other work duties, as assigned

This description only includes essential functions of the job and does not imply that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow and any other job-related instruction and to perform any other job-related duties requested by his or her supervisor or management.

JOB REQUIREMENTS AND RESPONSIBILITIES

- Four-year college degree in communications, marketing, graphic design or related field or a combination of education and experience that yields the required knowledge, skills and abilities.

- At least one year of experience in social media management and analytics and/or outreach to Native American communities and/or Native youth outreach.
- Demonstrated expertise in social media, social media advertising, and familiarity with social marketing tools (ex. Hootsuite, Canva).
- Proficient in MS Office; familiarity with photo editing and design software (ex. Photoshop, InDesign) and content management systems is a plus (ex. WordPress).
- Experience with email marketing and relationship management systems (ex. Mailchimp, Salesforce)
- Knowledge of American Indian and Alaska Native cultures and experience.
- Demonstrates initiative, time-management, and has the ability to be flexible, creative and juggle multiple projects and deadlines.
- Ability to work with people from a variety of backgrounds and experiences.
- Ability to provide support and receive/accept constructive feedback.
- Ability to handle challenging subject matter and/or high-stress situations with poise and tact.
- Commitment to support tribal, local, community, volunteer-based delivery of human services by domestic violence programs and shelters.
- Commitment to the StrongHearts Native Helpline mission, vision and values.
- A consistent positive solution-oriented response that includes communicating about challenges to the appropriate person in a constructive and productive manner.
- Intentionally and actively fostering positive working relationships and organizational culture.

PREFERRED JOB SKILLS

- Four-year college degree in communications, marketing, graphic design or related field or a combination of education and experience that yields the required knowledge, skills and abilities.
- Two years or more of experience in outreach to Native American communities
- One year or more of content creation and graphic design (Adobe Creative Suite, photo editing).
- Experience working in domestic violence, crisis intervention and/or victim advocacy.
- Knowledge of trauma-informed care, culturally-based interventions and empowerment-based advocacy model of services.
- Knowledge of the history of the battered women's movement in the U.S. and the particular impact on Native Americans.
- Ability to speak publicly with poise and professionalism.
- Demonstrated experience living and/or working in Native communities preferred.
- Demonstrated success working in a team environment.

OTHER REQUIREMENTS AND WORK CONDITIONS

- Must currently reside in or near Eagan, MN.
- Must be willing to travel extensively.
- Deeply rooted in Indigenous thought and culture and informed by high-quality research and approaches.
- Knowledge of tribal, state and national advocacy organizations working to effect social change and that address the issue of violence against Native women.
- Ability to read, write and converse in English.
- Valid driver's license required with excellent driving record.
- Must have emotional and physical stamina to tolerate prolonged sitting or standing to deal with a variety of stressful situations, including responses to complaints, difficult requests from programs and individuals in crisis, and internal and external interactions, to effectively work long and at times odd hours, while maintaining poise, grace and a sense of humor.
- Requires bending, stooping, lifting and carrying objects up to 50 pounds, with or without accommodations.

The above statements are intended to describe the general nature and minimum level of work being performed. They are not intended to be construed as exhaustive of all duties, responsibilities and skills required for the position. The employee will be required to perform any other job-related duties as required by the job objectives, the Assistant Director, and the mission, vision and values of the StrongHearts Native Helpline. This description does not modify any employee's at-will-status and is not a contract for continued employment of any duration.

Signature _____ Date _____
Communications Assistant

Signature _____ Date _____
Director, StrongHearts Native Helpline



Applicant Information

Full Name: _____ Date: _____
Last First M.I.

Address: _____
Street Address. Apartment/Unit #

City State ZIP Code

Phone: _____ Email: _____

Date Available: _____ Social Security #: _____

Position Applying for: _____

Tribal Affiliation: _____ Enrolled or Descendant: _____ Tribal Enrollment Number: _____

Are you a citizen of the United States? YES NO If no, are you authorized to work in the U.S.? YES NO

Have you ever worked for this company? YES NO If yes, when? _____

Have you ever been convicted of a crime? YES NO If yes, explain: _____

Are you currently or have you ever been on any federal contracting exclusion list? YES NO

If yes, explain: _____

Education

High School: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Diploma: _____

College: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Degree: _____

Other: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Degree: _____

References

Please list three professional references.

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Previous Employment

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary: \$ _____ Ending Salary: \$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary: \$ _____ Ending Salary: \$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary: \$ _____ Ending Salary: \$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference?

YES

NO



Military Service

Branch: _____ From: _____ To: _____

Rank at Discharge: _____ Type of Discharge: _____

If other than honorable, explain: _____

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release. I authorize The National Indigenous Women's Resource Center to verify employment and conduct a background check.

Applicant
Signature: _____ Date: _____

For an application to be complete, it must contain the following:

- 1. Completed and signed application**
- 2. Letter of Interest**
- 3. Resume**

Please submit all materials in confidence to:

Email: info@strongheartshelpline.org