



Job Description: Communications Manager, StrongHearts Native Helpline

BASIC INFORMATION	
Job Classification	
FLSA Status	Non-Exempt
Provisional Period	90 days
Job Title	Communications Manager, StrongHearts Native Helpline
Location	Eagan, MN
Department	Communications
Position Type	<input type="checkbox"/> FT-Salaried <input 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	Director
Supervises	
Shift	Full-time, Salaried, Regular

GENERAL POSITION PURPOSE STATEMENT
<p>The StrongHearts Native Helpline is a safe, culturally-appropriate domestic violence and dating violence helpline for American Indians and Alaska Natives. The StrongHearts Communications Manager is a member of the Communications Team and is supervised by the Director.</p> <p>The Communications Manager plans and executes communications strategies and initiatives to promote the StrongHearts Native Helpline across all communications channels to meet project goals. Travel for outreach throughout the year to different locations is required. Some outreach activities may necessitate work outside of normal business hours.</p> <p>The Communications Manager is scheduled for a 40-hour work week; however as an exempt position will often work in excess of 40 hours. This position requires a high level of leadership, poise, organization, project management, writing and editing, the ability to evaluate outreach efforts, as well as cultural sensitivity and interpersonal communication skills.</p>

ESSENTIAL RESPONSIBILITIES AND DUTIES

Planning and Implementation (35%)

- Develop and execute communications plan, strategies and campaigns to promote StrongHearts in the Native American community in an effort to meet project goals.
- Create and design culturally-relevant promotional items to help drive calls and website views to the helpline
- Maintain and adheres to branding and high-level messaging guidelines for the helpline across all internal and external items
- Create and maintain internal editorial calendar, including all print and digital content, outreach, awareness months/days and social media efforts.
- Manage and cultivate StrongHearts online and social media presence (Facebook, Twitter and Instagram).
- Prepare, design and schedule e-newsletters and social media posts for optimized delivery.
- Create and execute advertising goals across all channels, including but not limited to traditional print media, broadcast, Google Ads and social media
- Creates website content, graphics and page design for www.strongheartshelpline.org and ensures all content is up to date and fully functional.
- Ensures that the website aligns with brand guidelines and accessibility standards.
- Respond to and troubleshoot all website issue and/or breaches.

Outreach (35%):

- Develops relationships for StrongHearts by email, phone and/or in-person, particularly with referral sources, Native organizations, traditional and social media influencers
- Identifies and coordinates opportunities for outreach in-person to promote StrongHearts at relevant Tribal community events and conferences.
- Presents on StrongHearts services and serves as public spokesperson.
- Creates and maintains presentation templates with StrongHearts messaging and graphics
- Promotes positive public image for StrongHearts as a trusted resource for the Native American community.

Media (20%)

- Serve as media contact on behalf of StrongHearts.
- Responds to media requests, identifies the appropriate spokespeople, and coordinates media interviews.
- Develop talking points and provide media training for StrongHearts spokespeople.
- Writes and disseminates press release and announcements; pitches stories and develops op-ed pieces media pitches that promote StrongHearts services in an effort to secure placement in relevant broadcast, print and online outlets.
- Manages tribal and mainstream media relations and maintains the media contacts mailing list/database.

Monitoring and Reporting (15%):

- Communicates all service-related complaints and concerns to StrongHearts leadership
- Compiles, tracks, updates and evaluates communications efforts and analytics;
- Support Director in tracking components of the communications budget.
- Compiles and tracks communications-related invoices and submits to NIWRC Finance Team and Director.

- Design and produce reports (ex. one-pagers, impact report) as directed
- Monitors social media engagement and analytics; evaluates performance and collects audience insights.
- Identify new/emerging trends, conversations and promotional opportunities.
- Coordinates printing of promotional materials and mailings as requested.
- Participate in team domestic violence and communications/outreach trainings.
- Participate in any StrongHearts Team evaluation efforts.
- Perform 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 their supervisor or management.

MINIMUM KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

- Two to three years of progressively responsible experience in working in Native American communities, cross-cultural communications, media relations, public relations, marketing, social services, or a related field.
- 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 (ex. two years of experience equals one year of education).
- Knowledge of American Indian and Alaska Native cultures and lived experience.
- Professional level experience in MS Office including Word, PowerPoint and Excel.
- Professional level experience in content / copy writing, journalism, layout design, web content, etc.
- Working knowledge of content management systems (ex. WordPress).
- Demonstrates initiative, time-management, and the ability to be flexible and creative.
- Must be able to clearly articulate the vision and mission of the StrongHearts Native Helpline
- Willingness and ability to travel locally, statewide and nationally.
- Ability to receive/accept constructive feedback.
- Willingness to oversee the work of third-party consultants (ex. public relations, advertising, media buyer, graphic designer).
- Ability to handle challenging subject matter and/or high-stress situations with poise and tact.
- 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.
- Ability to be flexible to work outside of normal business hours.

PREFERRED JOB SKILLS

- Three to five years of progressively responsible experience in working in Native American communities, cross-cultural communications, media relations, public relations, marketing, or a related field.
- Demonstrated understanding and experience in Native cultures and lived experience.
- One year or more of content creation (ex. Adobe Creative Suite).
- Experience with email marketing and relationship management systems (ex. Mailchimp)
- Proficient in MS Office including Word, PowerPoint, Excel, as well as Gmail, Google Docs.
- Experience in content management systems (ex. WordPress).
- Working knowledge of Associated Press (AP) Style guidelines.
- 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.
- Demonstrated experience living and/or working in Native communities preferred.

OTHER REQUIREMENTS AND WORK CONDITIONS

- Must currently reside in or near Eagan, Minnesota.
- Must be willing to travel – statewide, regionally and nationally.
- 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. 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 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 _____
 StrongHearts Communications Manager (FT)

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