

LAKOTA FUNDS, INC.

POSITION DESCRIPTION: WEB AND PUBLIC RELATIONS SPECIALIST

SUPERVISION RECEIVED: Works under the immediate supervision of the Grants Manager of Lakota Funds, Inc.

SUPERVISION EXERCISED: None.

JOB SUMMARY:

The Web and PR Specialist is responsible for promoting and publicizing Lakota Funds to potential and existing clients, funders, stakeholders, and community members, with the goal of building widespread understanding of and support for Lakota Funds. The Web and PR Specialist oversees and implements all media contact, marketing publications, and the organization's web presence and is responsible for managing and revitalizing Lakota Funds' 10,000 Arrows campaign. The position manages and implements social marketing strategies that publicize Lakota Funds. The position works closely with the Executive Director and Program Managers to support the organization's operations, growth, and mission.

DUTIES AND RESPONSIBILITIES

Public Relations

- Publicizes and promotes Lakota Funds' programs, activities, and successes.
- Develops Lakota Funds' annual marketing and public relations plan in coordination with the Executive Director, program managers, and consultants.
- Writes and disseminates timely, accurate press releases to local media.
- Develops and maintains relationships with local television, radio, and other mass communication media outlets to publicize Lakota Funds on a regular basis.
- Develops and implements print advertising campaigns.
- Creates and publishes Lakota Funds' quarterly print and email newsletters, Annual Report, and other written promotional materials.
- Manages and implements the 10,000 Arrows campaign, including maintaining communications with donors, developing and producing direct mail and other solicitations to new and existing supporters, and reporting progress to the Board.
- Assists the Grants Manager with preparing reports to funding sources as needed.

Web Presence

- Updates Lakota Funds website's content regularly by gathering and researching information, obtaining information from program managers, developing original content, and improving graphics.
- Makes site improvements or enhancements as needed.
- Researches, strategizes and implements a presence with emerging forms of digital and social media. This includes leveraging existing and emerging mobile and social media platforms (such as YouTube, Facebook, Digg) to communicate Lakota Funds' products and mission.
- Establishes a consistent measurement system for evaluating social media success.

Internal and External Relations

- Maintains Lakota Fund's positive national, regional, and local presence by attending meetings, training, and seminars.
- Participates in organizational, departmental, and outside training and education to increase and improve skills.
- Participates in strategic planning and other organizational activities.
- Additional job-related duties as assigned by supervisor and/or the Executive Director.

MINIMUM QUALIFICATIONS AND REQUIREMENTS

- Associates Degree and at least two years' experience in public relations or marketing and web design. Must demonstrate experience with web design and a familiarity and understanding of American Indian reservation communities, tribal government, and Community Development Financial Institutions.
- Working knowledge of effective public relations strategies and potential marketing vehicles.
- Strong web-related skills including website design and social media marketing.
- Demonstrated ability to prepare clear, accurate, and well-organized written materials and to communicate verbally in an effective manner.
- Demonstrated ability to develop and maintain positive relationships with people from varied cultural, economic, and educational backgrounds.
- Capacity to prioritize and manage multiple, varied responsibilities and tasks.
- Demonstrated commitment to community development, low income communities, and the Pine Ridge Indian Reservation.
- Proficiency in commonly used software programs, including Excel and Word, email and Internet, and a willingness to improve computer skills generally.
- Must be willing to submit to a background check upon hire.

Other

Special consideration will be given to Native American applicants and applicants with experience working with Native American organizations and/or Tribes. Community Development Financial Institution and/or Economic Development experience preferred.

Compensation

Salary commensurate with applicant's experience and educational background.