

**JOB ANNOUNCEMENT
PUBLIC INFORMATION OFFICER**

OPENING DATE: October 11, 2016
REVIEW DATE: October 24, 2016
CLOSING DATE: Open until Filled
START DATE: ASAP or 2 weeks after acceptance
LOCATION: NWIC Main Campus
SUPERVISOR: College President
SALARY: \$45,000 Max. DOE

The salary placement upon hire will be based on the selected candidate's education and relevant work experience as outlined in the job announcement and the established salary schedule for the classification of position to be filled.

Indian Preference applies – except as provided by the Indian Preference Act (Title 25, U. S. Code, Section 473), NWIC supports and provides equal opportunity employment and educational opportunities, regardless of race, religion, national origin, age, sex, marital status, physical or mental disability or status as a special disabled veteran or veteran of the Vietnam era.

SCOPE OF WORK

This position is responsible for oversight and implementation of the Northwest Indian College public relations and marketing efforts directed toward building public recognition of the College, encouraging public support for the College, and promoting the College to prospective and current students. This position will report to the College President and be responsible for independently developing and recommending public relations, media and marketing plans and strategies needed to support the achievement of the College's institutional goals and objectives. The College is seeking an individual with a high level of PR, media and marketing experience, preferably in a tribal college and/or higher education environment.

DUTIES & RESPONSIBILITIES

1. Provide leadership and direction toward developing and implementing a comprehensive approach to NWIC public relations in collaboration with the Human Resources department, the Communications Committee, and other departments and committees, as appropriate, in the management of website content, student and staff recruitment/marketing efforts, media relations, and other media and marketing related matters.
2. Develop and implement, in coordination with the Communications Committee, a broad communications plan with strategies that build public knowledge of NWIC and its services and programs, inclusive of NWIC news publications.
3. Work with the College's Development Team and Communications Committee to develop, implement, and maintain various media and marketing strategies. As necessary, prepare media packets and solicit media participation in NWIC events.
4. Provide staff support to the President in the implementation of communication and marketing strategies.

5. Prepare news releases and feature articles, write and edit promotional copy, advise or, when necessary, direct preparation of multi-media and graphical presentations.
6. Ensure regular publication of NWIC information in Tribal newspapers, journals, and other media.
7. Assist programs and departments as necessary with PR strategies and, when requested by the President or other lead administrators, provide leadership in the development and implementation of targeted PR efforts.
8. Build media relationships that result in placement of NWIC news releases and in feature articles in appropriate media.
9. Chair the Communications Committee, coordinating with the committee on website and media matters.
10. Oversee the preparation of NWIC public relations and general information materials about the College and coordinate with student recruitment and retentions plans and committees in developing and disseminating student recruitment materials.
11. Develop technology-based communication resources (i.e., social media, online videos, website content) in collaboration with Tribal and student support partnerships and contracted partners.
12. Assist in the organization of NWIC participation in events and programs that result in publicity for NWIC (career fairs, recruitment activities, local and regional community and Tribal events).
13. Assist Student Services in the production of the student newsletter.
14. Assist the Development Team in the production of the development newsletter.
15. Work with President and the Emergency Management Team to manage publicity and real-time communications associated with crisis management.
16. Oversee NWIC advertising and non-academic publications budget.
17. Be available to travel on behalf of the College.
18. Other duties as may be assigned in fulfillment of the objective of this position.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS REQUIRED

To perform this position successfully, the incumbent is required to possess the following minimum qualifications:

Minimum Qualifications:

- Bachelor's degree in journalism, communications, or related field; or equivalent experience.
- At least 2 years of prior experience in the public relations or journalism field.
- Excellent communication, organizational and technology skills with demonstrated website content development skills.
- Prior experience demonstrating the ability to independently develop and recommend public relations and marketing plans and strategies to achieve organizational goals and objectives.
- Ability to work independently with minimum direction or supervision.
- Ability to write for publication, build relationships with NWIC community and the local, regional, and national (Indian) media, and produce on a timely schedule.
- Ability to work well with teams and to serve as a leader of the NWIC marketing efforts.
- Proficiency in the use of Accounting software; Database software; Design software;
- Internet software (specifically WordPress or similar website development platforms); Project Management Software; Spreadsheets software and Word Processing software; Windows applications and IBM-compatible computers, using Outlook, and searching the Internet.

Preferred Qualifications:

- Master's degree in journalism, communications, or related field; or equivalent experience.
- At least 5 years of prior experience in the public relations or journalism field.
- Demonstrated ability to work with diverse populations.
- Experience working in a tribal environment with Native communities.
- Sensitivity to Native American people and Cultural customs.

SUPERVISORY RESPONSIBILITIES

This position does not have assigned supervisory responsibilities.

Other Qualifications**Language Skills:**

Ability to read, analyze, and interpret general business correspondence and higher education reports and regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from individuals and groups, including but not limited to, college faculty and staff, the media, and the general public.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of information furnished in written, oral, diagram, or schedule form.

APPLICATION PROCESS

Interested individuals should submit the following application materials directly to the NWIC Human Resources Office only.

1. NWIC Application Form
2. NWIC Equal Employment Opportunity (EEO) Form
3. Cover letter addressing how you meet the qualifications of the position
4. Current and complete professional resume
5. Three letters of recommendation from college sources, employers, or individuals who have firsthand knowledge of your qualifications for the position (professional references)
6. Copies of transcripts required at application (originals required if hired)

The job announcement and application materials are available online at www.nwic.edu/jobs or may be requested from and submitted directly to:

Northwest Indian College
Human Resources
2522 Kwina Road
Bellingham, WA 98226-9278
Telephone/Fax: (360) 392-4230
Email: employment@nwic.edu