

DIRECTOR OF COMMUNICATIONS
JOB DESCRIPTION
Department of Administration
Pokagon Band of Potawatomi Indians

Job Summary

The Director of Communications performs complex professional and administrative work in directing the communication efforts of Pokagon Band of Potawatomi Indians. The Director works closely with, and reports directly to the Tribal Council, and is responsible for developing, coordinating, directing, and administering policies related to all phases of communication in presenting information and the Band's message to a multifaceted audience, including the national and local communities, employees, tribal citizens, the government's website, periodic government reports, and press releases.

Principle Duties

Functions as a strategic partner with the Tribal Council to develop the Branding Strategy and to develop communication strategies and messages based on market and media research.

Plans and manages media relations, advertising, public speeches and social media.

Provides advice, counsel, and support for the communication needs of the Tribal Council, department heads, and other individuals as needed.

Develops an annual Communications Plan.

Manages overall public/media relations for the Pokagon Band and aggressively seeks coverage.

Researches media and develops and maintains appropriate print and electronic media contacts throughout the market.

Serves as a spokesperson as needed; works with public service directors of TV/radio stations to enhance community awareness.

Develops speech opportunities and drafts presentations.

Develops advertising programs that further enhance community recognition of the Pokagon Band, its agencies, and programs.

Works with the Tribal Council to communicate, implement, and publicize public policy efforts.

Insures that all published materials and public communications are of the highest quality.

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Principle Duties Cont'

Serves as the Band's newsletter and annual report publisher, utilizing a production schedule, developing story boards for each newsletter issue, and ensuring the publications are consistent with the Pokagon Band's brand image, and are published in accordance with approved schedules.

Serves as the primary Band contact with all media representatives and establishes and nurtures relationships with members of all media – print, television, radio, and web.

Develops story angles for media presentation and pitches same.

Produces all press releases and media alerts, provides requested quotations from the appropriate government offices and makes arrangements for press conferences.

Develops and maintains the Band's networking database.

Provides support to the Band's committees and events in need of public relations and communications.

Works in partnership with the various department Directors, Tribal Committees, and event planners in providing communication for their special events.

Performs other related tasks as deemed necessary by the Tribal Council.

Minimum Requirements

Required Knowledge, Skills and Abilities

Belief in Pokagon Band of Potawatomi Indian's mission, methods, principles, and structure.

Comprehensive knowledge of and experience with the principles and practice of public relations and technologies utilized in marketing (databases, e-blasts, e-commerce, etc).

Thorough knowledge of budgeting.

Superior skill in the use of personal computers and word processing, database, and spreadsheet software.

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Minimum Requirements Cont'

Superior skill in the use of Adobe InDesign, Adobe Illustrator, and Adobe Photoshop or other software newsletter applications.

Organizational skills with attention to details.

Ability to communicate effectively both orally and in writing.

The ability to establish and maintain effective and harmonious working relationships with staff, business and community leaders, representatives of civic and community organizations, and the general public.

Minimum Education and Experience

BA/BS in public relations, marketing, or a related degree. Masters preferred.

A minimum of five years experience in community relations and/or event planning.

Any equivalent combination of experience and training, which provides the required knowledge, skills and abilities.

Special requirements

Attendance at occasional evening and weekend meetings, events, and cultural activities.

Must have a valid driver's license and be able to meet the minimum insurance requirements regarding driving record in order to utilize GSA vehicles.

Must be willing to submit and pass an alcohol/drug screening and criminal background check.

Indian Preference

Pokagon Band Indian preference policies apply.

Reports to

The Director of Communications reports directly to the Tribal Council.

Starting Wage Rate PB-14 (Exempt)

Commensurate with education and experience.