



FIRST NATIONS DEVELOPMENT INSTITUTE

POSITION DESCRIPTION

Senior Communications Officer

Job Type: Full-Time, Exempt Position

Reports to: Vice President of Grantmaking, Development and Communications

Salary Range: \$73,000 - \$82,000

Job Location: First Nations Colorado Office, Longmont, Colorado

Closing Date: Open until filled

Job Summary:

This position leads and manages First Nations Development Institute's overall communications/public education function, and supervises any others (e.g. Communications Officer, graphic designers, printers, technical support, photographers/videographers and other vendors) who are involved in supporting communications. The Senior Communications Officer works jointly with the Executive Team (President/CEO and Vice Presidents) to develop overarching strategies and tactics for effective communications, and then ensures that they are executed effectively. This includes (primarily) external communications, but also encompasses executive communications and/or internal communications efforts as needed.

This position interacts regularly with all levels of the organization (especially Development and Programs) and can be called upon to provide advice and/or communications-related services as needed. As such, the department is considered a service center for the organization. The position requires someone who has maturity, seasoned experience, the ability to prioritize, and generally a "big picture" view of the organization and the external environment in which it operates.

Responsibilities:

- Lead the development and implementation of the organization's external and internal communication strategies, including media/public relations, marketing, general communications and employee-focused communications, in line with the organization's vision, strategy and values. This includes working closely with the Development Department on donor/prospect fundraising communications, materials and support.
- Help identify, develop and maintain key communication channels, adapting and improving them in line with external trends and business needs.
- Help drive and execute external digital communications (websites, social media, email/text campaigns, Google AdWords, etc.). As needed and in association with Information Technology

(IT), help develop and implement an intranet/digital workplace that meet the communications needs of key internal stakeholders.

- Support the development and execution of external marketing and communications strategies, tactics and deliverables, including the annual report, e-newsletters, press releases, email blasts, website content, social media content, brochures, pamphlets, and various organizational positioning pieces, etc.
- Work closely with HR to drive internal communications around group-wide initiatives and programs.
- Work closely with Executive Team to ensure employees understand the work of the organization.
- Maintain communications calendars and/or budgets for all critical communications campaigns.

Key Areas of Responsibility:

- End-to-end oversight of external and internal communications campaigns, projects and deliverables, including executing communications strategy, writing/editing content, overseeing design and print production, acquiring stakeholder approvals as needed (executive, financial, human resources, outside funders, etc.), and distribution.
- Identify and execute against company and department goals, strategies, and business requirements; and collaborate with key teams to develop integrated program communication plans.

Qualifications and Experience:

- Minimum of 6-8 years' related experience in Public Relations, Media Relations, Marketing Communications, Corporate Communications, Employee Communications or related fields required. Both nonprofit and corporate experience is desired, as is having progressive responsibilities in managing these functions.
- Exceptional writing, grammar and editing skills.
- Supervisory skills and experience. This position directly supervises the Communications Officer and external consultants and vendors.
- Experience managing graphic communications and/or directly using graphic design tools (e.g. Adobe InDesign, Photoshop, etc.) preferred.
- Experience managing websites and email-distribution platforms, and/or working with website and other technology vendors and consultants, including WordPress and Salsa Labs.
- Experience managing other related communications vendors, such as news-distribution services, media-monitoring services, printing services or brokers, photographers/videographers or suppliers.
- Demonstrates strong verbal interpersonal skills.
- Attention to detail and accuracy in work. Strong time management and organizational skills.
- Experience creating/managing project budgets.
- Demonstrated knowledge of various software packages such as Microsoft Office

Education Requirements:

- Bachelor's degree in Communications, Public Relations, Journalism or a related field is required. Master's degree in these or related fields is highly desired.

- Certification such as APR (Accredited in Public Relations) or ABC (Accredited Business Communicator) is desired.

To Apply:

Submit a cover letter, resume and 3 references to HumanResources@firstnations.org. Please note Sr. Communications Officer in title of the email.