

**YAKAMA NATION HUMAN RESOURCES DEPARTMENT
JOB ANNOUNCEMENT**



Announcement # 2019-081 **Issue Date:** 05-22-19 **Closing Date:** 05-29-19

Social Marketing/Communication Specialist

Behavioral Health

Department of Human Services

Hourly Wage: \$18.58/Regular/Part-Time

This person will develop, implement a social marketing and communication plan to conduct outreach efforts to identify and engage youth and young adults who have untreated serious mental disorders. This person will also raise community awareness to access to treatment and support services for youth and young adults, ages 16-25, who have a serious emotional disturbance (SED) or a serious mental illness (SMI), hereafter referred to as serious mental disorders. This includes internal and external marketing and communications.

Examples of Work Performed:

- Work with Grant Team to create and ensure execution of the organization's marketing plans aligns with goals and objectives.
- Establishing and maintaining a clear annual branding strategy – establishing and executing on activities to achieve those brand goals (see 4 objectives that have been developed above around the strategic marketing needs).
- Coordinate weekly/monthly marketing activities/tactics to drive the implementation of the organization's advertising and promotional activities.
- Coordinate promotional programs and related special projects.
- Execute public relations activities including media relations, news releases, mailings, roundtable meetings, community involvement, and supporting the internal marketing needs of various teams. Act as primary contact with various outside entities such as radio, newspapers, and other relationship-driven partnerships.
- Develop strategic marketing plans and annual marketing budgets; evaluate the impact of specific marketing campaigns with analytics and assess the financial impact; analyze department productivity and deploy internal assistance or implement automation.
- Evaluate department staff to meet current and future department needs.
- Manage the preparation of production of promotional materials when appropriate; order various print, display and promotional products; and coordinate the development through outsourcing for print collateral for incidentals including event- and program-specific needs.
- Manage or oversee the organization's website and other social media accounts to ensure that key messages, graphics, and photos/videos are updated on a consistent basis.
- Write and distribute press releases to maintain and rally public interest; act as primary contact with various outside entities such as radio, newspapers, and other relationship-driven partnerships.
- Reinforce internal communication and public relations by coordinating certain involvement in staff activities and by partnering in the writing and publishing the internal and external newsletters.
- Monitor the organization's website for consistency, accuracy, relevance and freshness; contribute original and adapted website content, coordinating as necessary between marketing and Information Technology staff; and look for and research viable new uses for website and E-mail communication.
- Other duties as assigned.

Knowledge, Skills and Abilities:

- Skills in computer software such as Excel, Word and PowerPoint.
- Ability to focus on branding and aligning marketing resources to drive the branding strategy.
- Ability to craft well-written branded content and messaging.
- Ability to communicate effectively both orally and in written form.
- Ability to understand and utilize many forms of communication vehicles, websites, social media, and other forms of marketing distribution
- Ability to understand and manage all types of marketing activities, design, artwork, graphs, metrics and measurable.
- Ability to develop and manage a well-organized, detail-oriented, accurate deliverables & can multi-task.

Minimum Requirements:

- Associates Arts Degree in digital media, film/video, journalism or related field.
- Six months experience in Multi-media.
- Nonprofit fundraising experience.
- Required to pass pre-employment drug test.
- Required to pass pre-employment background check.
- Must possess a valid Washington State Driver's License.
- Must adhere to strict confidentiality.
- Enrolled Yakama Preference, but all qualified applicants are encouraged to apply.