



## Utah Diné Bikéyah

- a non-profit supporting Native Tribes working together to **Protect Bears Ears** -

[www.utahdinebikeyah.org](http://www.utahdinebikeyah.org)

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### **Communications Director Position Announcement**

Contact: Woody Lee, Executive Director, [info@utahdinebikeyah.org](mailto:info@utahdinebikeyah.org)

#### **Organizational Background**

Utah Diné Bikéyah (UDB) is a grassroots 501(c)(3) nonprofit organization with a mission to preserve and protect Native American cultural and natural resources and heal human relationships to each other and the Earth. Through Native American community engagement across the Southwest, UDB works with Tribes that hold ties to Bears Ears National Monument. Founded in 2012, UDB has an 11-person all Native American Board of Directors, a nine-person staff, and programs that include Policy & Planning, Bears Ears Restoration, Traditional Food, Youth, Arts, Communications, and Community Development. Indigenous elders hold deep wisdom on how to steward the earth, so during the Covid-19 pandemic we have shifted our workload to keep our communities safe by delivering water tanks, seeds, sheep, and mutual aid to families. UDB has broad communications channels and partnerships and aims to change the narrative around indigenous perspectives and environmental stewardship. For more information, please visit [www.utahdinebikeyah.org](http://www.utahdinebikeyah.org).

#### **Position**

This is a full-time (40 hours/week) position. Salary is based on qualifications and experience. Reporting to the Executive Director, the Communications Director position requires the organizational mission, programs, and activities to be effectively communicated to the media, funders, and the public. The below responsibilities will be led by the Communications Director who will supervise and delegate responsibilities across UDB's communications team. Position will be based in San Juan County, Utah. Remote work locations are also possible and occasional travel will be required. Native American hiring preference. Salary range is \$50K-75K and will be set based on experience. Note: UDB does not expect to offer the upper end of the salary range unless a candidate is extremely well qualified.

#### **Job Responsibilities Include**

- Communications Program Management includes:
  - Manages \$200,000+ Communications Program Budget
  - Supervision of communications staff, consultants, artists, and interns (graphic design, web design, copy editors, photo, video, etc.)
  - Revise and implement communications plan annually
  - Track social media statistics and create a monthly comms report for ED, Board and staff
  - Engage and mobilize tens of thousands of members monthly
- Write, edit, and approve:
  - Content for Social Media channels- Facebook, Twitter, Instagram, YouTube, and emerging platforms
  - Monthly eNewsletter
  - Op eds, press releases, story pitches, etc.
  - Fundraising appeals to members
  - Website updates
  - Campaign action items (like restoration of Bears Ears)
- Lead developer of all communications assets (memes, audio, video, print publications, etc.).
- Engage Native American Artists as graphic designers, content developers, and messaging advisors
- Brand management and merchandizing
- Engage social media influencers in developing customized posts to amplify and expand UDB mission
- Coalition building across digital platforms to elevate other Native American & Non-profits

- Organize Cultural Sensitivity Training Workshops for media, partner orgs, and academia
- Respond and track media requests, stories, and maintain press contact list
- Grant writing- Write and submit grant proposals and reports to support Communications Program

**Skills and Knowledge**

- Undergraduate or Master's Degree in Communications, Public Relations, or a similar field of study
- 3-5 years of experience in public relations, writing, or related field
- Excellent writing and inter-personal communication skills
- Cross-cultural understanding of traditional Native American Tribes and communities

**Application Instructions**

Application will remain open until filled, with priority given to applications received by January 18th, 2021. Qualified candidates should send a resume, letter of interest, writing sample, and two references by email to [info@utahdinebikeyah.org](mailto:info@utahdinebikeyah.org)

**Disclaimer**

This description reflects UDB's best effort to describe the functions and qualifications of this position. It is neither a contract, nor an exhaustive statement of duties, responsibilities, or qualifications.