



Native Ways Federation
101 5th St E, Suite 2400
St. Paul, MN 55101
www.nativeways.org

CAREER OPPORTUNITY

Position: Marketing and Communications Consultant	Compensation: \$20-30 per hour depending on qualifications
Reports to: Executive Director	Benefits: Not benefits eligible
Schedule: Flexible	Start Date: February 15, 2021 or later
Job Type: Contract, up to 20 hours per week	Contract Length: 6 Months Minimum, with possibility for renewal or transition to staff
Location: Remote	

POSITION OVERVIEW

We are seeking a Marketing and Communications Consultant to plan, implement, and reflect on communications activities that inform, educate, and garner support. You will work directly with our Executive Director and a small team of consultants, including our website developer.

As Marketing and Communications Consultant, you will be responsible for a variety of communication activities; primarily, producing content and building engagement across media platforms, including social media, our website, and email lists. Strategic planning and use of communications will positively impact Native non-profits, and ultimately Native communities, nationwide.

ABOUT US

In 2006, a group of seven national Native-led nonprofit organizations founded Native Ways Federation (NWF) to activate and expand informed giving to nonprofits in Indian Country through donor education and advocacy. In March of 2020, NWF hired its first Executive Director. Our founding members are: [American Indian College Fund](#), [American Indian Science and Engineering Society \(AISES\)](#), [Association on American Indian Affairs](#), [First Nations Development Institute](#), [National Indian Child Welfare Association](#), [Native American Rights Fund](#), and [Running Strong for American Indian Youth](#).

The mission of the NWF is three-fold: (1) strengthen the circle of giving by uniting Native organizations to raise awareness and support for the communities we serve; (2) better serve Native communities by becoming more effective Native nonprofit organizations; and (3) ensure that nonprofit organizations working on behalf of Native communities observe the highest levels of ethical standards and fiscal responsibility.

Native Ways Federation is positioned at the forefront of change. Our relationships with Native-led non-profits, philanthropy and philanthropy-serving organizations, and others allow us to influence and bridge the gap between these stakeholders and disrupt the “business as usual” models that perpetuate these entities.

Native Ways Federation is an equal opportunity employer and prohibits discrimination or harassment against current or potential employees.

PRIMARY DUTIES AND EXPECTATIONS

- Establish long- and short-term calendar of communications activities consistent with NWF goals and plans.
- Clarify target audiences with the Executive Director and the methods to reach each audience.
- Establish Brand Guidelines for consistency in internal and external communications for images, fonts, publications, voice, messaging, etc.
- Maintain and update NWF’s media platforms, including the website, Facebook, Twitter, and MailChimp.

- Identify and write stories and content for NWF media platforms following communications calendar, audience segmentation, and brand guidelines.
- Create and edit graphics and images for use on media platforms.
- Proactively engage with similar pages and content creators on social media.
- Seek news media coverage and coordinate media requests.
- Analyze and produce reports on media platform performance and impact. Test and improve strategies for audiences and communications methods.

REQUIRED QUALIFICATIONS

- Experience working for a Native-led organization, Tribe, or business.
- Intimate knowledge of Native communities and culture.
- Minimum 3 years combined experience (education, degree, interning and/or working) in marketing, communications, journalism, public relations, and related fields, and in creating content and materials.
- Ability to learn new digital platforms quickly and experience with website content management systems (we use WordPress), email distribution systems (we use MailChimp), Microsoft Office, and media design software (for example, Adobe Creative Suite).

PREFERRED QUALIFICATIONS

- Experience working for a nonprofit or foundation.
- Experience planning and implementing communications and marketing strategies that have grown an organization's audience and increased audience engagement.
- Demonstrated ability to manage multiple projects, priorities, and deadlines independently and in teams.
- Experience establishing and maintaining relationships with people and stakeholders with a diversity of backgrounds (demographic, experiential, and cognitive).
- Demonstrated superb writing and editing abilities, including when communicating complex, systemic issues to a variety of audiences.

PHYSICAL REQUIREMENTS

This position may require extended periods of sitting with computer and screen use, and some repetitive movements.

HOW TO APPLY

Email the following items to careers@nativeways.org

1. Up-to-date resume
2. Work samples

Applications will be accepted and reviewed on a rolling basis until the position is filled. American Indians, Alaska Natives, and Native Hawaiians are encouraged to apply.