



Native Ways Federation  
101 5<sup>th</sup> St E, Suite 2400  
St. Paul, MN 55101  
[www.nativeways.org](http://www.nativeways.org)

## CAREER OPPORTUNITY

<b>Position:</b>	Communications and Marketing Manager	<b>Compensation:</b>	\$52,000-62,000 per year depending on experience and qualifications
<b>Reports to:</b>	Executive Director	<b>Benefits:</b>	Eligible for Benefits, including medical, dental, paid time off, parental leave, and more
<b>Schedule:</b>	Full-Time Salaried	<b>Start Date:</b>	May 23, 2022 or later
<b>Job Type:</b>	Exempt		
<b>Location:</b>	Remote or St. Paul, MN		

### POSITION OVERVIEW

We recognize that we are all related, interdependent, and that our collective voice is powerful and necessary in to ensure a world where our future generations can thrive. We believe that Indigenous knowledge and ways of being must guide us in developing and implementing solutions to address the issues our communities currently face.

We are seeking a Communications and Marketing Manager who can be our storyteller, who can capture and share our history, impact, and ambitions – as an organization, as a network of Native-led nonprofits, and as Native people. You will work with our Executive Director, fellow employees, and a small team of consultants to plan, implement, and reflect on communications activities that inform, educate, and garner support for our work and network.

As Communications and Marketing Manager, you will be responsible for a variety of communication activities, such as producing content and building engagement across media platforms, including social media, our website, and email lists, including donor contacts. Strategic planning and use of communications will positively impact Native-led nonprofits, 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, Native Ways Federation 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](#).

Native Ways Federation is positioned at the forefront of change. Our relationships with Native-led nonprofits, 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.

We recognize that everything and everyone come into this world with gifts to contribute. We honor those gifts by acting responsibly toward one another. For our employees, this means offering generous and comprehensive benefits, including medical, dental, and vision insurance for individuals and families;

paid time off through personal time, health and wellness time, holidays, 6 weeks of paid medical or family leave; a retirement plan with employer contributions; and professional development opportunities to strengthen skills and cultural connections.

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

## **PRIMARY DUTIES AND EXPECTATIONS**

### **Communications & Marketing**

- 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 and publications 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.
- Support grant writing and reporting in collaboration with programs staff and Executive Director.

## **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) marketing, communications, journalism, public relations, or 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, Canva or Adobe Creative Suite).
- Demonstrated superb writing and editing abilities, including when communicating complex, systemic issues to a variety of audiences.

## **PREFERRED QUALIFICATIONS**

- Worked for a nonprofit or foundation.
- Planned and implemented communications and marketing strategies that have grown an organization's audience and increased audience engagement.
- Created and led fundraising strategies.

- Managed multiple projects, priorities, and deadlines independently and in teams.
- Established and maintained relationships with people and stakeholders with a diversity of backgrounds (demographic, experiential, and cognitive).
- Experience working in, or in collaboration with, fundraising and development teams.

### **PHYSICAL REQUIREMENTS**

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

Occasional travel for meetings and events in alignment with organization health and safety policies.

### **HOW TO APPLY**

Email the following items to Executive Director Carly Bad Heart Bull at [careers@nativeways.org](mailto:careers@nativeways.org)

- Up-to-date resume
- 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.