



## Cow Creek Government Office Position Description

**Position Title:** Communications/Marketing Manager

**Department:** Administration

**Reports To:** CEO

**FLSA Designation:** Exempt

### **POSITION PURPOSE:**

Oversees the Tribes Marketing and Social Media websites. Composes communications to employees, Tribal members and other audiences by way of print and online materials including, but not limited to, monthly newsletter, Facebook, Tribal events and information publications, and program materials.

### **ESSENTIAL FUNCTIONS:**

- Develop and implement marketing and communications campaigns and strategies and monitor their success for various departments and tribal programs.
- Define key performance indicators for each communication channel which will indicate a campaign's level of success.
- Manage all Cow Creek Social Media platforms and websites.
- Determine strategic communications campaigns that will help further organizational goals.
- Create internal communications protocols and initiatives that will foster employee morale.
- Oversee the creation of marketing and communications collateral to ensure that it is consistent with the organization's brand, including white papers, website copy, and more.
- Write and deliver Tribal member newsletter, and employee newsletter, on a monthly basis.
- Represent the organization at events.

### **QUALIFICATIONS:**

- Bachelor's degree in communications required, Master's Degree or related field preferred.
- 3 plus years of experience working in a marketing or communication role.
- Ability to stay up to date on industry trends and able to stay ahead of the curve.
- Must be able to think analytically and strategically.
- Able to demonstrate strong writing and editing skills.
- Strong verbal communication skills
- Must be proficient in a variety of software and web based programs such as Microsoft Word, Publisher, and Excel as well as digital and web design programs
- Must be well organized and able to maintain a project calendar
- Able to multi-task and meet project deadlines
- Must have valid driver's license