

**NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD
JOB POSTING CLOSING DATE: 10/29/22**

Job Title: Senior Communications
Specialist (Video)

Status: Exempt, Salaried

Reports To: Communications Director

Classification: 1.00 FTE, Regular

Starting Wage: \$75,000 to \$85,000
DOE

Location: Portland, OR, or work
remotely from OR, WA, or ID

Job Summary:

The Northwest Tribes have long recognized the need to exercise control over the design and development of health care delivery systems in their local communities. To this end, they formed the Northwest Portland Area Indian Health Board (also referred to as NPAIHB or Board) in 1972. NPAIHB is a nonprofit tribal organization that serves the forty-three federally recognized tribes of Idaho, Oregon, and Washington on health-related issues. Tribes become voting members of the Board through resolutions passed by their governing body. Each member tribe designates a delegate to serve on the NPAIHB Board of Directors. The Vision of NPAIHB is health for the seventh generation, and our Mission is to Eliminate health disparities and improve the quality of life of American Indians and Alaska Natives by supporting Northwest tribes in their delivery of culturally appropriate, high-quality health programs and services.

The Senior Communications Specialist will support the goals and objectives of NPAIHB projects and departments by developing and disseminating health campaigns and reporting to the Communications Director. Using video as a primary storytelling tool, the Senior Communications Specialist will produce messaging for primary audiences, including Northwest tribal communities.

Essential Functions:

1. Administrative Functions

- Work with admin, public health and policy staff to identify priority topics, key stakeholders, and appropriate messaging strategies
- Manage internal communications (memos, newsletters etc.)
- Organize initiatives and plan cover events
- Develop multimedia public health social marketing campaigns and program content that are on-brand and culturally relevant.
- Work with jurisdictional and tribal staff to launch and run campaigns through existing and new communication channels (print, text message, social, videos, podcasts, radio, etc.).
- Must demonstrate discretion, tact, knowledge, judgment, and overall ability in working effectively with federal, tribal, and other professionals and facilitating participation and partnership in the activities of the program.
- Able to perform non-linear video editing for short form video and online platforms.

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- Able to create storyboards and written treatments for public health content creation.
- Experience with digital photography and video.
- Work closely with members of the NPAIHB Communications team to ensure all content & videos are created within brand identity guidelines.
- Liaise with media and handle requests for interviews, statements etc.
- Participate in COVID-19 team meetings
- Review campaign materials created by network partners for cultural relevance to AI/AN population.
- Develop work plans, and manage project timelines to develop multimedia health care and policy social marketing campaigns
- Tap into the NPAIHB's networks to solicit input and feedback from audience members as the campaigns develop
- Work with staff to launch and run campaigns through existing and new communication channels (print, text message, social, videos, podcasts, radio, etc.)

2. Reporting Functions

- Work at the Communications Director's direction to ensure the project remains on budget and compliant with grant Cost Principles.
- Prepare, compile, and distribute activity and progress reports to the funder, NPAIHB, and project partners.
- Maintain project files, records, and databases.
- Monitor project expenditures.

3. Involvement in Meetings, Consultations, and Training Sessions

- Represent the interests of the project and NPAIHB at regional and national meetings and conferences.
- Prepare campaign materials, including PowerPoint decks, announcements, manuals, and handouts, for presentation at tribal and urban meetings, webinars, site visits, and at regional and national trainings.

4. Other duties

- Collaborate with other NPAIHB programs to meet related goals and objectives.
- Perform other duties as assigned by the Communications Director.

Standards of Conduct:

- Consistently exhibit professional behavior and a high degree of integrity and impartiality appropriate to the responsible and confidential nature of the position.
- Consistently display professional work attire during normal business hours.
- Effectively manage time and tasks to meet workload demands.
- Maintain a clean and well-organized workstation and office environment.

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- Exercise judgment and initiative in performance of duties and responsibilities.
- Work in a cooperative manner with all levels of management and with all NPAIHB staff.
- Treat NPAIHB delegates/alternates and Tribal people with dignity and respect and show consideration by communicating effectively.
- Participate willingly in NPAIHB activities.
- Abide by NPAIHB policies, procedures, and structure.
- Research and with the approval of supervisor, attend trainings as needed to improve skills that enhance overall capabilities related to job performance.

Qualifications:

- Bachelor's level degree in communications, journalism, graphic design, marketing, or related field. Relevant Master's degree preferred. Health science or policy degrees also considered if accompanied by successful communications experience.
- Three or more years of experience in communications, public health, and coordinating project activities.
- Experience working with tribal communities or tribal organizations. Experience with NW tribes preferred.
- Demonstrated knowledge, experience, or ability to make professional oral presentations in settings at the national, regional, and community level, as well as in tribal settings.
- Professional writing skills (basic journalism). Excellent communication skills.
- Must be highly organized and motivated, and be able manage complex projects and carry out all responsibilities of the job requirements with minimal day-to-day supervision
- Must demonstrate discretion, tact, knowledge, judgment, and overall ability in working effectively with federal, tribal, and other professionals and facilitating participation and partnership in the activities of the program
- Must be sensitive to cross-cultural differences, and able to work effectively within their context
- Familiarity with social networks and direct experience creating well-composed audience-centered content for multiple channels as well as measurement through standard key performance indicators
- Strong writing skills including demonstrable experience writing compelling articles, promo content, social media posts, and web content
- Strong editing skills with ability to elevate work of teammates through proofreading and revision
- Experience with Wordpress including working knowledge of the CMS, editing, and creating SEO friendly content
- General knowledge of HTML/CSS
- Ability to successfully use basic design templates and adhere to branded style guidelines
- Experience creating email campaigns in Constant Contact
- Experience with Adobe Cloud

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- Strong research skills with ability to effectively summarize findings
- Ability to develop and manage mailing lists
- Ability to support communications manager with weekly deliverables and coordination of work groups
- Must be able to travel, as requested.

Typical Physical Activity:

Physical Demands: Frequently involves sedentary work: exerting up to 10 pounds of force and/or a negligible amount of force to lift, carry, push, pull or otherwise move objects, including the human body.

Physical Requirements: Constantly requires the ability to receive detailed information through oral communications, and to make fine discrimination in sound. Constantly requires verbally expressing or exchanging ideas or important instructions accurately, loudly, or quickly. Constantly requires working with fingers rather than the whole hand or arm. Constantly requires repetitive movement of the wrists, hands and/or fingers. Often requires walking or moving about to accomplish tasks. Occasionally requires standing and/or sitting for sustained periods of time. Occasionally requires ascending or descending stairs or ramps using feet and legs and/or hand and arms. Occasionally requires stooping which entails the use of the lower extremities and back muscles. Infrequently requires crouching.

Typical Environmental Conditions: The worker is frequently subject to inside environmental conditions which provide protection from weather conditions, but not necessarily from temperature changes, and is occasionally subject to outside environmental conditions.

Travel Requirements: Due to COVID-19, NPAIHB staff are teleworking until further notice from NPAIHB Executive Director and pursuant to national and local public health directives.

Disclaimer: The individual must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others. The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and or skills required of all personnel so classified.

Except as provided by Title 25, U.S.C. § 450e(b), which allows for Indian preference in hiring, the NPAIHB does not discriminate on the basis of race, color, creed, age, sex, national origin, physical or mental disability, marital status, sexual orientation, gender identity, religion, politics, membership or non-membership in an employee organization, marital status, citizenship or immigration status, honorably discharged veteran or military

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status, genetic information, ancestry or any other characteristic protected by law.

Applications are available online at www.npaihb.org

SEND RESUME AND APPLICATION TO: HR@npaih.org