

NATIONAL INDIAN CHILD WELFARE ASSOCIATION

Communications Manager Job Description

Position Title: Communication Manager
Supervisor: Communications Director
Department: Executive

FLSA Status: Exempt, salaried
Classification: Regular, full-time
Location: Portland, Oregon
Salary: \$65,000–\$80,056

Position Summary:

The communications manager for the National Indian Child Welfare Association (NICWA) leads strategic communications efforts to amplify NICWA's mission of promoting the well-being of Native children and families. This role is responsible for creating and implementing high-impact communications strategies, ensuring culturally resonant and consistent messaging, and increasing NICWA's visibility across diverse audiences. The communications manager is responsible for executing and managing key elements of NICWA's communications strategy.

Primary Responsibilities:

- Supports NICWA's communication strategies to increase reach and impact and to align messaging with organizational goals
- Creates, edits, and distributes culturally relevant content across platforms, including websites, social media, emails, newsletters, factsheets, and one-pagers
- Oversees the development and execution of engaging social media strategies and campaigns to enhance audience engagement and brand recognition
- Leads the proofreading team, providing guidance and training to staff including maintaining editorial standards such as the Chicago Manual of Style and NICWA conventions

Essential Functions:

- Executes and manages key elements of NICWA's communication strategies aligned with NICWA's goals, maintaining a culturally authentic voice
- Manages and implements ongoing website updates to reflect organizational standards, priorities, and user-friendly design
- Collects, analyzes, and reports on metrics to evaluate the effectiveness of communications and inform future strategy
- Drafts and designs external communications, including website, social media, videos, emails, and print materials
- Collaborates with program staff to develop and manage marketing and communications for diverse audiences; collaborates on national initiatives with key stakeholders
- Identifies, manages, and shares meaningful stories from NICWA's work to highlight mission impact
- Manages organizational graphic and photo libraries, maintaining proper documentation and usage
- Supports the communications director in media relations, strategic planning, and other high-priority initiatives as needed

Additional Responsibilities:

- Performs other duties and assignments as directed
- Participates in NICWA activities, internal teams, and other tasks as required
- Contributes to organization-wide initiatives and special projects as needed

Supervision:

- This position works under the direct supervision of the communications director
- This position has no supervisory responsibilities

Core Competencies:

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- Models ethics, integrity, and accountability
- Exercises sound judgement and decision-making
- Upholds high standards of accuracy and quality of work standards
- Actively contributes to NICWA's learning community
- Effectively manages workload and prioritization of tasks
- Navigates adversity with resilience and adaptability
- Develops strategic perspectives to enhance organizational success
- Demonstrates professional effectiveness in all aspects of the role
- Champions and promotes NICWA's mission, vision, philosophy, and goals
- Builds and shares organizational knowledge
- Maintains a strong constituent focus, building and deepening constituent knowledge
- Champions and supports organizational change
- Builds and nurtures relationships across teams and stakeholders
- Communicates clarity, influence, and impact
- Encourages collaboration and fosters teamwork
- Inspires and motivates others to achieve high levels of performance
- Adheres to NICWA's policies, procedures, and organizational framework
- Builds effective teams, utilizes talent, and empowers team members to succeed
- Cultivates a culture of continuous improvement by recognizing and rewarding excellence

Qualifications:

- Bachelor's degree in communications, Native American studies, or other related field, or have an equivalent combination of education and experience
- Four to six years of related experience which includes writing and editing projects
- Strong knowledge of Native culture and experience working with tribal organizations or government structures preferred
- Strong verbal and written communication skills, including experience in public speaking and delivering presentations
- Proficiency in using social media platforms (e.g., Facebook, Instagram, LinkedIn) for professional purposes required
- Proficiency with content management systems (e.g., WordPress) and email marketing tools (e.g., Constant Contact preferred) required; experience with Adobe Creative Cloud preferred
- Proficient with Microsoft Office Suite or related software
- Excellent organizational skills and high attention to detail
- Proven ability to work collaboratively in a team environment, demonstrating leadership, peer engagement, and motivation of others
- Strong analytical and problem-solving skills

Travel Requirements:

Has ability to travel approximately 5% –10% of the work year

Work Environment:

This role operates in a hybrid work setting, with specified in-office and remote workdays. In-office collaboration at NICWA's Portland office location is required on Tuesdays and Wednesdays. Remote work requirements include the ability to work in a virtually professional, quiet, and distraction-free environment while maintaining availability and responsiveness during work hours. Reliability and readiness of technology is also required.

Regular use of standard office equipment, including computers, phones, photocopiers, and filing cabinets

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is required.

Physical Demands:

Frequently involves prolonged periods of sitting or standing. May require occasional bending, stooping, and lifting of up to 15 pounds.

Physical requirements are representative of those that must be met to successfully perform the essential functions of this position with or without reasonable accommodation.

Disclaimer:

This job description provides a general overview of the responsibilities associated with the role. Duties, responsibilities, and activities are not intended to be construed as exhaustive and may change with or without notice.

NICWA is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, sex, disability, veteran, or any protected status.

To Apply:

Complete application materials include a cover letter, resume, and NICWA's employment application, found at <https://www.nicwa.org/employment>. Please submit completed applications materials to Operations Director Lindsay Early at lindsay@nicwa.org by February 21, 2025.