



<b>Job Position:</b>	<b>Digital Communications Specialist</b>	<b>Status:</b>	<b>Full-Time/Exempt</b>
<b>Division:</b>	<b>Administration</b>	<b>Salary:</b>	<b>Based on Experience</b>
<b>Posting Date:</b>	<b>May 28, 2022</b>	<b>Closing Date:</b>	<b>June 13, 2022</b>

## **Job Description**

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### **Summary:**

Tunica Biloxi Tribe of Louisiana is seeking a digital leader to develop and build an integrated digital presence to advance the Tribe's mission, vision, marketing, and brand recognition. Through this role, the Digital Communications Specialist will also work collaboratively with the Tribe's external communication consultants to assist in the strategic communications through the Tribe's social media platforms.

The Digital Communications Specialist will coordinate digital communications to all of the tribal citizenship and external and internal entities; develop and manage the Tribe's social media accounts, craft messaging, and offer guidance to tribal departments and offices on how to communicate through various digital channels.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

- Collect news and information from tribal government, departments, programs and offices in Marksville, Houston and Chicago and work with the Tribe's external communications consultants to prioritize announcements and determine the best strategies for crafting and disseminating information across digital platforms.
- Work closely with tribal leadership and our external communications consultants to ensure that all digital strategies align with the Tribe's overall communications, campaigns and goals.
- Manage timely distribution of announcements across the Tribe's digital platforms.
- Oversee content, design, analytics, and maintenance of the website, internal citizen's portal, social media outlets, and other related digital spaces (advertising, email marketing, mobile apps, blogs, etc.) in order to leverage and manage digital resources.



- Ensure that messaging and content remains consistent across the Tribe's digital platforms to uphold the Tunica Biloxi Tribe of Louisiana's brand Proactively assess and adopt emergent technologies and strategies and develop new programs accordingly.
- Serve as the point person with vendors for all digital marketing efforts, including paid online media, search engine marketing, interactive marketing, internal/external partnerships, etc.
- Track the impact of Tunica Biloxi's digital presence by monitoring the Tribe's social media and website analytics
- Manage Tunica Biloxi's online responses to citizen and community inquiries and tribal issues.
- Produce or manage production of videos that convey key Tunica Biloxi Tribe messaging.
- Create graphics and other visual and compelling content for use of Tribal channels.
- Launch and serve as moderator of telecommunication between tribal citizens and tribal government including the Tribe's Virtual Tribal Council meetings.

**Competency:**

To perform the job successfully, an individual should demonstrate the following competencies:

- Knowledge of continuous changing social media and email marketing platforms, rules and regulations
- Excellent planning and web project management skills across multiple simultaneously developing platforms such as websites, social media, apps, mobile, etc.
- Excellent collaborator. Ability to work effectively and harmoniously with technical and non-technical colleagues to successfully execute web projects in support of marketing and development goals; demonstrated ability to manage internal teams, contractors, and consultants
- Fluency in industry best practice tools and techniques for site optimization, and the capacity to successfully prioritize and implement improvements
- A sophisticated understanding of digital user behavior and ability to apply these insights to develop more user-friendly experiences;
- Ability to identify and implement process improvements



### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education/Experience:**

- Bachelor's degree in Mass Communications, and or Marketing required.
- Minimum of two (2) to four (4) years related experience in Digital Media, Mass Communications, or other related fields, preferred.
- Experience with CRM and CMS platforms, data management, HTML, and other development platforms, preferred.
- Video production and editing capabilities
- Fluency with Adobe Creative Suite, Canva or other graphic design tools preferred.

### **Certificates and Licenses:**

- Must possess a valid State Driver's License
- Must successfully pass a criminal background check

### **Supervisory Responsibilities:**

This job has no supervisory responsibilities.

### **Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



This position requires walking, standing, bending and sitting for long periods of time. Must be able to lift up to 10 pounds unassisted. Candidates must have good eye and hand coordination

*The above statements are intended to describe the general nature and level of the work being performed by people assigned to this work. This is not an exhaustive list of all duties and responsibilities associated with it. The Tunica Biloxi Tribe of Louisiana reserves the right to amend and change responsibilities to meet business and organizational needs.*

**Disclaimer:**

The job description/s has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job. This document does not create an employment contract, implied or otherwise; employment in this job is an “at will” employment relationship.

**Selection Process:**

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All Tunica-Biloxi Tribal positions are competitive. All employment applications and supportive employment material will be evaluated based on the relevance of the applicant's qualifications and experience as it applies to this position. Applicants demonstrating the minimum qualifications and experience most relevant to this position will be considered qualified and be eligible for an interview.

Complete tribal employment applications and resumes will be accepted until the closing date of the posting. Applications and resumes received after the closing date will not be considered for the position.

**REQUIRED EMPLOYMENT APPLICATION PACKET MATERIAL:**

- **Tribal employment application** that is complete and provides all information requested; or
- **Cover letter** explaining your qualifications and experience relevant to the functions of this position; and
- **Personal resume** identifying your qualifications and experience relevant to the functions of this position.



Qualified Native Americans will be given preference in employment as required by the Indian Self-Determination and Education Assistance Act (25 U.S. 450, ET. Seq) including other relevant laws. In accordance with Title VII of the 1984 Civil Rights Act, Sections 701(b) and 703(1), preference in filling all vacancies may be given to qualified American Indian candidates. In other than the proceeding situations, the Tunica-Biloxi Tribe is an Equal Opportunity Employer (EOE). Tribal and/or Indian preference applicable in accordance with Title XX of the Tribal Code of the Tunica-Biloxi Tribe of Louisiana.

**SUBJECT TO TRIBAL DRUG FREE WORKPLACE TESTING POLICIES**

To apply for this position, interested candidates must submit their completed application, or cover letter and resume on or before the closing date to:

**Tunica-Biloxi Tribe of Louisiana**

**Attn: Human Resources**

**150 Melacon Rd.**

**P.O. Box 1589**

**Marksville, La. 71351**

**[HR@tunica.org](mailto:HR@tunica.org)**

