Summary:

The Social Media Specialist is responsible for establishing a platform(s) to disseminate information on behalf of the Tribal Council and Tribal Government and build strong online communities through various social media platforms. The platform will be used to create an interactive relationship between the Tribe and our Tribal citizens via key communication assets/channels which includes: Facebook Members Page and Alert Media.

Essential Duties and Responsibilities include the following.

- Post general communications to Members via Facebook and Alert Media.
- Respond to questions/information requests from Members originating from Facebook or Alert Media.
- Coordinate general communications with other channels (i.e. other Tribal Facebook pages, newsletters)
- Collaborate with Tribal Council and Tribal Government Departments to promote/solicit, assist with, enable and administer relevant and timely communication on key matters impacting Members
- Moderate Facebook postings from Members in accordance with established policies
- Track and promote Members subscription to the key communication channels (i.e. Facebook page, Alert Media)
- Provide any periodic updates to Tribal Council and Tribal Administrator on ongoing plans and activities as well as relaying any relevant feedback learned from Members
- Develop and gain approval on general policies, standards and practices related to key communication assets, to include:
  - Asset objectives and communication coordination (i.e. when to use what channel for what types of communication)
  - Facebook moderation standards, policies and practices
- Establish process and procedures with Enrollment Department on validating Members inclusion in the Facebook page group/Alert Media.
- Establish general process for Tribal Government Departments to engage and send out general communications via one or more of the managed communication channels
- Work closely with Tribal Council on ongoing and evolution of communication strategy, plans and activities
**Competencies:**

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

- **Communication** - Ability to communicate effectively in writing as appropriate for the needs of the audience; Ability to interpret and disseminate complex information;
- **Critical Thinking** - Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

**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.

- Must be able to work in a fast-paced work environment
- Manage multiple task and competing priorities
- Ability to manage others, delegate responsibility and provide support
- Must possess excellent leadership qualities and management capabilities
- Excellent technical verbal and written communication skills and proven expertise in dealing with user problems and vendor relationships.
- Must be willing to work irregular hours

**Education/Experience:**

- Must possess a Bachelor’s degree in Public Relations, Communications, Journalism or internet marketing
- And 3 years of experience with social media platforms, communications or public relations.
- Or 5 years work experience with social media platforms, communications or public relations.
- The ideal candidate must have verifiable experience with media operations; formal experience managing social media platforms and using networking tools to post across multiple social media accounts.

**Certificates and Licenses:**

- Must possess valid driver’s license, good driving record, and be insurable by the Tribe’s insurance carrier.
- Must successfully pass a criminal background check

**Supervisory Responsibilities:**

This job has 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. While performing the duties of this job, the employee is occasionally exposed to wet or humid conditions (non-weather); work near moving mechanical parts and outdoor weather conditions. 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. Must be able to stand and walk for up to 8 hours per day; talk, hear, stoop, bend, kneel and climb; position may require lifting up to 10lbs.

*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.*

**PREFERENCE WILL BE GIVEN TO QUALIFIED NATIVE AMERICAN INDIANS**

**SELECTION PROCESS:**

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. Applicant's who demonstrate that they meet 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.

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

**Tunica-Biloxi Tribe of Louisiana**  
**Attn: Human Resources**  
**150 Melacon Rd.**  
**Marksville, La. 71351**  
**OR**  
**HR@tunica.org**