



Eastern Band of Cherokee Indians

DIRECTOR - COMMUNICATIONS

Position Description

Program:	Communications	Reports to:	Secretary of Commerce
Division:	Commerce	Position Number:	906813002
Classification:	Exempt	Revision Date:	10/01/2022
Pay Level:	17	Safety Sensitive:	No

PERFORMANCE EXPECTATIONS

In performance of their respective tasks and duties all employees of the Eastern Band of Cherokee Indians (EBCI) are expected to conform to the following:

- Uphold all principles of confidentiality to the fullest extent.
- Adhere to all professional and ethical behavior standards of the Tribal Government.
- Interact in an honest, trustworthy, and respectful manner with employees, Tribal members, visitors, and vendors.
- Participate in departmental staff meetings, quality management activities and educational programs.
- Embody respect and understanding of EBCI traditions and values.
- Display willingness, initiative, and teamwork, to perform other duties as requested.

POSITION PURPOSE

The Director - Communications will lead, manage and oversee the EBCI governmental communications, media and broadcasting units. Provides the necessary training and oversight in support of communications employees. Provides direction for the office, personnel decisions, creates and maintains the Department's publications and communication plan. Maintains statistical information and media archives. Provides budget management for entire program. Produces approved media content for public display such as public service announcements, community spotlights, and other programming that fits the vision of the Commerce program. Secures and manages equipment such as cameras, sound mixers, and broadcast routers for use by the program.

ESSENTIAL DUTIES, FUNCTIONS, & RESPONSIBILITIES

- Conceptualize, plan, manage and execute multi-media original content and in-studio interviews for the EBCI Broadcast and other media outlets.
- Provide strategic direction for integrated communications to increase public image and promote awareness about and engagement with the Tribe and its dynamic stories while addressing the strategic plan.
- Coordinate and partner across departments in creation of promotional and digital materials in support of original programs and public service announcements as needed.
- Collaborate with digital team to create an integrated and effective social media strategy, leveraging the latest technology, data visualization, new media, and social media apps used by the public.
- Skillfully provide leadership, guidance, resources, and content oversight of media and communication materials (integrating print, social media, digital). Establish metrics to evaluate the effectiveness of these plans for reaching targeted goals. Maintain consistency in tone with developed style guides, and effectively integrate with EBCI government branding and marketing efforts.
- Maintain budgetary oversight of the Communications program.
- Identify and establish relationships with numerous constituencies, developing best practices for communication approaches with these various constituencies.
- Ability to communicate effectively with a broad range of people, ability, culture, ethnic background, to maintain good working relationships across the College.
- Assist the Executive, Legislative, and Tribal Programs with public relations appearances, event planning and special

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projects that may require media capture and sharing.

- Ability to work with all groups in a diverse academic, socioeconomic, cultural, and ethnic background of community college students, faculty, and staff, including those with disabilities.

Scope of Supervision:

This position supervises others. Work under the guidance of the Commerce Secretary. The ability to plan and complete work independently is required.

MINIMUM MANDATORY QUALIFICATIONS

Experience: Seven (7) years of related experience required. Experience to include employment in the field of mass communication or media productions; and 4 years in supervision, managing budgets, and using audio-visual products and equipment.

Education: Bachelor’s Degree in related field required.

Licenses & Certifications: Valid, insurable NC Driver’s License required.

KNOWLEDGE, SKILLS, & ABILITIES

Key Job Knowledge:

- Position requires a working knowledge of advanced production techniques, production equipment, and technology.
- Knowledge of principles related to multimedia production activities including audio, video, and photography are required.
- The position requires advanced skills in writing and scheduling.
- The position requires an ability to budget and manage a team of employees in a rapid changing interactive environment.
- Must have advanced experience editing and working in the Adobe Creative Suite.
- Oral and written communication skills are necessary, especially with the public.
- Individual must be able to work independently and as a member of a team.

Safety/Accuracy Focus:

We support the Tribal Government with an emphasis on the EBCI brand. We must use professional judgment to interpret and prioritize to provide for the needs of the tribal programs. We must use professional judgment to interpret and prioritize to provide for the needs of the Tribal Programs. Must have ability handle various tasks simultaneously, organize, prioritize, make decisions and work efficiently and effectively under deadlines.

Key Relationships:

Internal/external professional contacts include the Executive, Legislative, departmental Secretaries, directors, tribal staff, coworkers, auditors, vendors, and the public, to exchange and/or provide information. Interpersonal skills are required along with tact, decorum, and professional etiquette. These positions require the ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.

Resourcefulness & Initiative:

Follows well defined Tribal procedures and guidelines. Initiative is required to maintain accuracy, establish work priorities, and meet scheduled timeframes.

Discretion – Confidential Data:

Access to confidential and proprietary data and information which is not known by the public may occur during employment. Exercise excellent professional discretion regarding confidential and proprietary data and information, never disclosing or misusing such information. Has indirect access to most Tribal data. A part of the Tribal information is public record; however, most is not and should be kept confidential. Individual must adhere to the nondisclosure/Confidentiality Agreement of the Tribe

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in performance of job duties.

Complexity of Duties:

This position includes completing tasks of varying complexity levels. The position performs advanced level production work. Work involves directing the design, production, and preparation of audio/visual materials using photographic, audio, and video equipment. Must use problem-solving skills and be able to analyze data in performing job duties. Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. The individual must be able to effectively present information, and respond to questions from groups of managers, clients, customers, and the public.

PREFERRED QUALIFICATIONS

Experience with public relations or community outreach with emphasis in content creation is prepared.

WORK ENVIRONMENT

Work Environment: Work in a normal business office environment with frequent travel to Tribal Program locations as well as public domain; which may vary from outside to indoors.

Mental/Visual/Physical Effort: Must be able to lift 25 pounds and carry 5 pounds on a repetitive basis. This is a multitasking position which is subject to frequent interruptions requiring varied responses while meeting scheduled deadlines. Must have ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Physical efforts require mobility, reaching, bending, manual dexterity, and visual acuity.

OTHER

Confidentiality: All employees must uphold all principles of confidentiality to the fullest extent. Sensitive information must be kept secure; a breach of these principles may be grounds for disciplinary action, up to and including immediate termination.

Background Investigation: All employees are required to complete a background investigation. Results of the background investigation will be evaluated against the requirements of the position, and as applicable to federal and state requirements. Candidates must be able to successfully pass all required background checks for data sensitive positions and for those positions subject to a 101-630 background check to ensure compliance with Public Law 101-630 "Indian Child Protection and Family Violence Prevention Act."

Drug Screening: All applicants must successfully pass a preemployment drug screening prior to beginning employment. Random drug testing will be carried out based upon position requirements.

***Disclaimer:** The information on this position description has been designed to indicate the general nature and level of work performance by employees in this position. 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 position. Employees will be asked to perform other duties as needed.*

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ACKNOWLEDGMENT

I have reviewed the content of the **Director - Communications** position description and have been provided a copy of such position description. I certify that I am able to perform the essential functions of this position as outlined in this description.

Employee (printed name)

Employee (signature)

Date

Supervisor (printed name)

Supervisor (signature)

Date