

THE NAVAJO NATION
Department of Personnel Management
JOB VACANCY ANNOUNCEMENT

REQUISITION NO: DED01422556

DATE POSTED: 01/07/22

POSITION NO: 244167

CLOSING DATE: 02/18/2022 by 5pm

POSITION TITLE: Marketing Specialist

DEPARTMENT NAME / WORKSITE: DED/Tourism Department / St. Michaels, AZ

WORK DAYS: Monday - Friday REGULAR FULL TIME: GRADE/STEP: BT66A

WORK HOURS: 8:00 AM - 5:00 PM PART TIME: NO. OF HRS./WK.: _____ \$ 53,431.92 PER ANNUM

SENSITIVE SEASONAL: DURATION : _____ \$ 25.59 PER HOUR

NON-SENSITIVE TEMPORARY: _____

DUTIES AND RESPONSIBILITIES:

Responsible for creating and executing an effective internal and external marketing plan that strategically improves and strengthens the Navajo Nation's tourism development sector; analyzes past and current tourism data and feasibility studies to determine how and where to market Discover Navajo that effectively improves generation of Navajo revenue; works collaboratively with global marketing team for website work and digital marketing planning and other agency partners or internal designers to find the right demographic age groups.

Assists in developing market campaign content, such as web advertisement, TV and radio commercials, billboards and other type of contents; develops long-term goals and objective that entail growth, service department, and data of future marketing growth plan, executive quantities analysis and marketing; translates data into actionable insights and business opportunities; rebrands and repositions Navajo to engage in global tourism industry; develops metrics and strategies to test and enhance performance and provide strategic direction and market strategy of the Navajo Tourism Industry.

Provides customer communication strategy for Navajo artisans; collects marketing intelligence regarding competitive position in targeted markets including the tourism industry; attends meetings with local communities, businesses, artisans, tribal, state and federal officials on tourism related program strategies, policies, regulations and laws.

QUALIFICATION REQUIREMENTS: (Education, Experience and Training)

Minimum Qualifications:

- A Bachelor's degree in Marketing, Advertising, Statistics, or closely related field; and four (4) years of progressive marketing or marketing communications experience; or an equivalent combination of education and experience.

Special Requirements:

- Possess a valid state driver's license.

(To receive full credit for education, certification, or licensure, transcripts, copies of degrees, certificates, and other appropriate documents must be submitted along with employment application.)

Special Knowledge, Skills and Abilities:

Knowledge of laws, regulations, policies, and guidelines governing all aspects of Navajo economy.

Knowledge of interpreting economic data, web analytics, and feasibility studies.

Knowledge and strong command of statistical modeling using Excel.

Knowledge of prioritizing plans, work activities and developing realistic action plans.

Skill in researching, analyzing and reporting data.

Ability to demonstrate analytical and consultative skills.

Ability to communicate effectively, both orally and writing.

Ability to create and executive marketing strategies to reach identified goals of the Nation.

Ability to adapt to changes in work environment, managing competing demands and dealing with frequent change, delays or unexpected events.

Work involves some physical effort primarily in an office setting with occasional work in the field or remote work sites.

THE NAVAJO NATION GIVES PREFERENCE TO ELIGIBLE AND QUALIFIED APPLICANTS IN ACCORDANCE WITH THE NAVAJO PREFERENCE IN EMPLOYMENT ACT AND VETERANS' PREFERENCE.