

THE NAVAJO NATION
Department of Personnel Management
JOB VACANCY ANNOUNCEMENT

REQUISITION NO: DOE0482853

Date Posted: 02/14/11

POSITION NO: 943831

Closing Date: 02/28/11

CLASS CODE: 2040

POSITION TITLE: SENIOR PUBLIC INFORMATION OFFICER

DEPARTMENT NAME: DODE/Navajo Nation Scholarship & Financial Assistance

DEPARTMENT NO: 48 WORKSITE LOCATION: Window Rock, AZ

WORKS DAYS/HOURS: POSITION TYPE: GRADE: N64A

Days: Mon - Fri

Permanent:

SALARY:

Hours: 8am - 5pm

Temporary:

Duration: _____ \$ 36,753.60 Per Annum

Part-Time:

No. of Hrs/Wk: 40 \$ 17.67 Per Hour

DUTIES AND RESPONSIBILITIES:

Research, coordinate and create a wide range of public relations activities and educational media campaigns about ONNSFA Includes gaining in-depth knowledge of existing policies and initiatives. Coordinates associated public relations activities; Researches, outlines, record, and write responses on public concerns. Update website frequently; establish links allowing students to interact with ONNSFA staff online. Furnish information and photographs for press, periodicals, radio, television, education and training use; Develop illustration/printing of publications; Create links on electronic news forums such as Facebook and MySpace to inform college students of available services, ONNSFA initiatives and educate the public of the scholarship process and concepts. Research and issue news releases; Coordinate press conferences informing public of ONNSFA issues, activities and initiatives. Provides support to Agency Staff in planning and creating awareness of public events and educational activities, including the development of public relations materials for the specific event. Develop radio forums for broadcast on local and regional radio stations. Research, outline and develop speeches and talking points appropriate for various events for officials and ONNSFA staff. Arrange public appearances with subject experts, elected officials, dignitaries and other individuals; Assist in conference, convention and special event planning; Prepares requested reports; Performs other related work as assigned.

QUALIFICATION REQUIREMENTS:

Education and Training:

A Bachelor's degree in Public Relations, Journalism, Mass Media Communications, Marketing or closely related field; and

Experience:

three (3) years experience in journalism, mass media communications, or public relations; or an equivalent combination of education, training and experience which provides the capabilities to perform the described duties.

(To receive full credit for education/training, applicant must submit copies of college transcript, certificates, diploma, etc.)

Special Knowledge, Skills and Abilities:

Knowledge of public or government organizational processes involving methods and practices of public administration and management compliances.

Knowledge of current principles, techniques and objectives of public information and relations programs.

Knowledge of electronic news gathering techniques and broadcast industry standards.

Knowledge of ONNSFA policies, legislative and economic issues affecting the Navajo Nation.

Skill in editing and producing written documents using proper news style, structure, grammar and punctuation.

Extensive knowledge in the application of computers and publishing software.

Skill in developing design and layout of a broad range of materials to be published.

Skill in applying judgment in the release of confidential information.

VETERANS' PREFERENCE APPLIES

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

Revised: 1-15-99