THE NAVAJO NATION
Department of Personnel Management
JOB VACANCY ANNOUNCEMENT

REQUISITION NO: **DSS0398153** Date Posted: **09/09/13**

POSITION NO: **240180** Closing Date: **09/20/13**

CLASS CODE: **2040**

POSITION TITLE: **SENIOR PUBLIC INFORMATION OFFICER**

DEPARTMENT NAME: **DSS/Navajo Nation Program for Self Reliance**

DEPARTMENT NO: **39** WORKSITE LOCATION: **Window Rock, Arizona**

WORKS DAYS/HOURS: POSITION TYPE: GRADE: **R64A**

Days: **Monday thru Friday** Permanent: ☑ SALARY:

Hours: **8:00 AM - 5:00 PM** Temporary: ☐ Duration: _____ $ **38,084.80** Per Annum

Part-Time: ☐ No. of Hrs/Wk: **40** $ **18.31** Per Hour

DUTIES AND RESPONSIBILITIES:

Coordinates multi-media campaigns on behalf of the Navajo Nation Program for Self Reliance (NNPSR) using a variety of media such as news releases, newsletters and brochures, speech writing, consumer publications, radio and video presentations, news conferences, and PowerPoint shows; publicizes NNPSR activities and related legislative actions to the public using established network; supervises the Public Information Officer, monitoring progress on projects and various tasks, coordinates logistics for staff meetings and public events; represents the NNPSR as a spokesperson to the news media and the public, including representing the program at public meetings, news briefings, or other public events; establishes objectives for the Public Relations Section and determines the methods and techniques to follow for accomplishment; drafts talking points and background paper for officials including the President of the Navajo Nation and the NNPSR Department Manager; designs, edits, writes, and distributes 5,000 copies of the NNPSR's quarterly full-color newsletter. Analyzes the extent of public understanding of services administered by the NNPSR and determines the need and appropriate type of media to use, i.e. print, radio, or video; travels to work sessions, etc. to gain information regarding legislative initiatives and directives affecting the NNPSR and provides updates to NNPSR management.

Prepares special reports as required for various audiences including the Office of the President and Vice President, the Health and Social Services Committee, and NNPSR staff; prepares correspondence on behalf of the NNPSR to accomplish program objectives; edits and proofreads NNPSR documents such as the Tribal Family Assistance Plan and other pertinent documents. Uses available equipment to reproduce DVDs and other information instruments for use by the NNPSR field offices; designs and edits presentation materials for use in legislation, signs, and educational aides; takes photographs of ongoing NNPSR initiatives, advises support staff about archiving needs. Writes and distributes Requests for Proposals seeking services to assist the NNPSR in meeting program objectives; procures advertising products for use by all field offices; negotiates favorable rates for advertising with local and regional media and ensures proper purchasing regulations are followed.

QUALIFICATION REQUIREMENTS:

Education and Training:

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

Experience:

Three (3) years experience in public relations and mass media communications; or an equivalent combination of education, training and experience which provides the capabilities to perform the described duties. ***(To receive full credit for education, certification, or licensure, transcripts, copies of degrees, certificates, and other appropriate documents must be submitted along with the employment application.***

Special Knowledge, Skills and Abilities:

KNOWLEDGE OF: public or government organizational processes involving methods and practices of public administration and management compliances; current principles, techniques, and objectives of public information and relations programs; electronic news gathering techniques and broadcast industry standards; legislative and economic issues affecting the Navajo Nation; and application of Apple computers and its publishing software.

SKILL IN: verbal and written communication; producing written documents using the proper news style, sentence structure, grammar, and punctuation; evaluating and editing the content, structure, and format of a range of written material; developing design and layout of materials to be published; and applying judgment in the release of confidential information.

License/Certification Requirements:

Applicant must possess a valid state driver's license and be able to obtain a Navajo Nation Vehicle Operator's Permit within 90 days of employment.

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***