

**THE NAVAJO NATION**  
**Department of Personnel Management**  
**JOB VACANCY ANNOUNCEMENT**

REQUISITION NO: DSS03920020

DATE POSTED: 09/10/20

POSITION NO: 240180

CLOSING DATE: 09/23/20

POSITION TITLE: Senior Public Information Officer

DEPARTMENT NAME / WORKSITE: Department for Self Reliance - Communications Section / Window Rock, AZ

WORK DAYS: Monday to Friday REGULAR FULL TIME:  GRADE/STEP: BC64

WORK HOURS: 8am - 5pm PART TIME:  NO. OF HRS./WK.: \_\_\_\_\_ \$ 42,473.60 PER ANNUM

SENSITIVE  SEASONAL:  DURATION : \_\_\_\_\_ \$ 20.42 PER HOUR

NON-SENSITIVE  TEMPORARY:

**DUTIES AND RESPONSIBILITIES:**

Under the supervision of the Senior Program and Projects Specialist (Communications Manager), designs, writes, develops, and prepares various informational and/or technical materials for publication to be used by Department for Self Reliance (DSR) Customers, stakeholders and the general public; may serve as the delegate for the Communications Manager; executes the objectives for the Communications Section to administer and monitor the effectiveness of branding and communications strategy using a variety of communication tactics for targeted audience; completes pre-determined methods and techniques to accomplish organizational goals and objectives; administers multi-media campaigns on behalf of the DSR directly to the following targeted audiences: DSR Customers, stakeholders and the general public; researches, writes, edits newsletter articles, internal/external publications, and other communication documents as assigned; uses a variety of media such as, but not limited to, news releases, brochures, speech writing, consumer publications, radio and video presentations, web site, social media, PowerPoint presentations, email campaigns, news conferences, identity kits, posters and flyers to publicize the DSR's activities and related legislative actions to the public and stakeholders; develops and maintains an outreach and awareness network; represents the DSR as a spokesperson to the news media and the public, including representing the department at public meetings, news briefings, or other public events; drafts talking points and background paper for officials including the President and Vice President of the Navajo Nation and DSR management; writes, edits and distributes 5,000 copies of the DSR's quarterly full-color Customer newsletter. Serves as photographer or videographer when reporting on DSR initiatives. Develops performance improvement and outcomes monitoring through surveying, evaluating, and assessing targeted audiences; Assists in assessing needs and planning and formulating the organization's Customer, stakeholder and public/media relations policies, strategies, and responses. Must be knowledgeable of Requests for Proposals and Service Contract procurement processes; negotiates favorable rates for advertising and services with local and regional media and ensures proper purchasing regulations are followed. When assigned, prepares reports, as required, for targeted audiences including the Office of the President and Vice President, and the Health, Education and Human Services Committee, prepares correspondence on behalf of the DSR to accomplish program objectives; edits and proofreads DSR documents; coordinates logistics for staff meetings and public events when assigned; uses available equipment to design and edit, both in print and digital, visual and written presentation materials for use in DSR Field Offices, Customer notices, Stakeholder presentations, legislation, public signage, and educational aides, when assigned. Performs other job related duties as assigned.

**QUALIFICATION REQUIREMENTS: (Education, Experience and Training)**

**Minimum Qualifications:**

- A Bachelor's degree in Public Relations, Journalism, Mass Media Communications, Marketing, or closely related field; and 3 years of experience in journalism, mass media communications, or public relations; or an equivalent combination of education and experience.

**Special Requirements:**

- A favorable background investigation.
- 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: 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 both Microsoft and Apple computers and their publishing software.

SKILL IN: 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 both Microsoft and Apple computers and their publishing software.

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