

THE NAVAJO NATION
Department of Personnel Management
JOB VACANCY ANNOUNCEMENT

REQUISITION NO:	<u>DED0149331</u>	DATE POSTED:	<u>10/06/14</u>		
POSITION NO:	<u>250661</u>	CLOSING DATE:	<u>10/17/14</u>		
POSITION TITLE:	<u>Public Information Officer</u>				
DEPARTMENT NAME / WORKSITE:	<u>DED/Tourism Development / St. Michaels, AZ</u>				
WORK DAYS:	<u>Mon - Fri</u>	REGULAR FULL TIME:	<input checked="" type="checkbox"/>	GRADE/STEP:	<u>AB63A</u>
WORK HOURS:	<u>8:00 am - 5:00 pm</u>	PART TIME:	<input type="checkbox"/>	NO. OF HRS./WK.:	<u>37,065.60</u> PER ANNUM
		SEASONAL:	<input type="checkbox"/>	DURATION :	<u>17.82</u> PER HOUR
		TEMPORARY:	<input type="checkbox"/>		

DUTIES AND RESPONSIBILITIES:

Provide support and planning for developing and implementing high profile marketing initiatives and projects relating to tourism and development. Define goals and recommend steps needed to carry out a planned public information program. Direct advertising and marketing activities including branding, strategic research, writing, presenting, creative development and production of advertising. Research, develop, write, and coordinate media campaigns; coordinates associated public relations activities. Coordinate and distribute all promotional materials for tourism events, including event invites/programs, and on-site event materials. Respond to lead generation from trade shows, media events as well as various tourism related organizations i.e. Tourism Offices, Convention and Visitors Bureaus. Develop and coordinate illustration and printing of publications, prepare, review and edit news conferences, releases, newsletters, publications and scripts. Design logos, product and promotional flyers and advertising in different medias. Furnish information and photographs for the press, periodicals, radio, television, education, and training use. Represent the department with tribal/chapter officials, governmental representatives and the public. Communicate on program and/or project activities through reports, presentation and meetings.

QUALIFICATION REQUIREMENTS: (Education, Experience and Training)

Minimum Qualifications:

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

Preferred Qualifications:

- Two (2) years of experience interacting with the public.
- Proficient in Microsoft Office software or other computer applications.

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: 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. Skill in: producing written documents using proper news style, sentence structure, grammar and punctuation; evaluate and edit the content, structure, and format of a range of written material; developing design and layout of materials to be published; applying judgment in the release of confidential information; providing excellent customer service.

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