

### **GOVERNMENT AND LEGISLATIVE COMMUNICATIONS OFFICER**

**DEFINITION:** Under general supervision, performs work of considerable difficulty in collecting and disseminating information for the Navajo Nation Washington Office and the Navajo Nation government; serves as a central point of contact responsible for analyzing trends, developing messaging strategies, cultivating media relations and producing collateral needed to educate lawmakers and administrators on the needs and issues facing the Navajo people; develops effective advocacy strategies on policy matters impacting the Navajo people; performs related work as assigned.

**ESSENTIAL FUNCTIONS:** This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

#### **TASKS:**

Develops and implements media strategies and manages media relations activities to publicize congressional legislation, actions and events; maximizes existing press contacts while cultivating new ones to ensure the placement of articles and stories that illustrates the needs and issues impacting the Navajo people; writes, edits and issues press releases, newsletters, publications, scripts and other communications documents and plans involving elected and public officials, congressional and legislative staff, governmental agencies and public relations news media; responds to congressional, legislative and other public relations media requests; builds meaningful relationships with key public officials and Navajo Nation leaders; develops and implements governmental relations strategies; researches and composes speeches, presentations and talking points.

Serves as a resource for regional and national reporters for the Navajo Nation government; coordinates associated public relations activities; advises office staff concerning public relations aspects of policies, practices, procedures, programs and actions; produces news, public service and educational programs for radio and television; recruits and arranges public appearances with subject experts, elected officials, dignitaries and other individuals; plans and coordinates news conferences and special events; represents the Navajo Nation Washington Office at public events and activities; serves a contact for information administrators in the maintenance of the office network and website; prepares required reports.

Researches and analyzes proposed and pending congressional legislation impacting the Nation; attends congressional and/or federal agency hearing as required; reviews and analyzes items from congressional records and federal registers relevant to the Navajo Nation; attends meetings with Navajo Nation officials, members of congress and their staff, federal officials, representatives of other Indian tribes and interest groups.

#### **KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:**

Knowledge of Navajo Nation, state and federal governmental processes.  
Knowledge of the principles, theories and practices of the legislative process.  
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 legislative and economic issues affecting the Navajo Nation.  
Skill in creative and critical thinking.  
Skill in evaluating and editing the content, structure and format of a range of written material.  
Skill in developing media plans and activities.  
Skill in oral and written communications.  
Skill in applying judgment in the release of confidential information.  
Ability to compose concise messages, talking points and communications plans.

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Ability to respond independently to the media on complex and sensitive issues.  
Ability to professionally and effectively interface with multiple individuals and groups.

**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:** Work involves a minimum of physical effort in an office setting.

**MINIMUM QUALIFICATIONS:**

- A Bachelor's degree in Journalism, Mass Communications, Public Relations, Public Policy or a closely related field; and five (5) years of experience in strategic public affairs and media relations.

**PREFERRED QUALIFICATION:**

- A Master's degree in Journalism, Mass Communications, Public Relations, Public Policy or a closely related field.

Depending upon the needs of the Nation, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.