

## **MEDIA REPRESENTATIVE**

**DEFINITION:** Under general supervision, performs administrative work of considerable difficulty conveying information and coordinating services with potential film and TV production companies; 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 utilizes promotional materials for local, national and international markets to encourage film production on the Navajo Nation; designs advertisements and negotiates land use and processing fees with interested film companies; compiles data and corresponds with clients in response to production inquiries; assists in developing laws that govern filming activities pertaining to Navajo Nation resources; processes applications for authorization of media production on the Navajo Nation.

Develops and oversees delivery of promotional publications, press and media communications, special events and promotional activities; develops, evaluates, and updates reports of companies economic contribution, permits issued and other impacts; assists with sales and market analysis for public relations programs; attends film advisory board meetings, organizes and conducts film location tours for interested parties; assists in producing, directing, anchoring TV and radio broadcasts.

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

Knowledge of Navajo Nation geography, demography and resources.  
Knowledge of marketing trends for film production.  
Knowledge of electronic news gathering techniques and broadcast industry standards.  
Knowledge of script writing and electronic field production management.  
Skill in translating current issues and items of interest into film production programming.  
Skill in working with a wide range of constituencies in a diverse community.  
Skill in planning, organizing and coordinating media activities and promotional events.  
Skill in verbal and written communications.

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

### **MINIMUM QUALIFICATIONS:**

- A Bachelor's degree in Public Relations, Broadcast Journalism, Mass Communications or closely related field; and two (2) years of experience in communication, broadcasting, film industry and public relations.

### **PREFERRED QUALIFICATIONS:**

- Two (2) years of progressive experience in communication, broadcasting, film industry and public relations.

### **SPECIAL REQUIREMENTS:**

- Possess a valid driver's license.

THE NAVAJO NATION

Class Code: 2056  
Information Management and Presentation Series  
News and Media Presentation Group  
Overtime Code: Non-Exempt  
Pay Grade: 64

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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.