

POSITION DESCRIPTION

PUBLIC INFORMATION OFFICER

NATIVE AMERICAN FISH AND WILDLIFE SOCIETY

INTRODUCTION

The Public Information Officer (PIO) of the Native American Fish and Wildlife Society (NAFWS) serves as the Public Information Officer under the guidance and direction of the Executive Director. The PIO will be responsible for implementing a creative communication strategy or network in order to enhance the visibility of Native American Tribal Natural Resource Programs and Native peoples. This will include promoting the exchange of information related to Tribal fish and wildlife management techniques and policy initiatives in a way that meets the organization's mission and goals through media relations and public outreach initiatives. The PIO will assist the Executive Director in the coordination of trainings for the NAFWS.

The PIO will be responsible for conducting business in a manner that coincides with the Articles of Incorporation, Strategic Plan, Code of Ethics and other regulations, policies and procedures.

The PIO will frequently be involved in situations that could be complex and sensitive and is expected to conduct themselves in a professional manner at all times, and to seek guidance and direction on issues from the Executive Director.

DUTIES:

Primary duties include:

- Develop at least four quarterly newsletters. The newsletters are online newsletters that are uploaded to the NAFWS website and distributed to members.
- Manage and maintain the NAFWS website and social media content and design.
- Manage NAFWS' trademarks and website domains, contact database distribution list.
- Create public information materials and handle media outreach related to NAFWS
- Assist in the development, promotion, and enhancement of CLEO trainings for the NAFWS membership.
- Promote Tribal interests in the field of fish and wildlife resource management, predicated on the goals and objectives of the NAFWS.
- Promote training opportunities for NAFWS membership.
- Cooperate with other professional organizations involved in fish and wildlife resource management.
- Promotes working relationships with the Native peoples of North America.
- Maintains and develops relationships with national and key regional and Native American news media outlets to advance NAFWS' initiatives.

- Manage in-bound press inquiries.
- Promotes memberships with the NAFWS including: individuals; Tribal Governments; and other interested organizations.
- Engage Tribal fish and wildlife professionals and assist in organizing meetings with stakeholders to provide up-to-date information and receive feedback on legislative and policy initiatives.
- Remain up to date and maintain a database on federal fish and wildlife related legislation/policies and proposed changes.
- Support the NAFWS Executive Director by providing preliminary research, policy analysis, and communication briefs when needed.
- Maintains sufficient flexibility to respond to unplanned assignments where expertise is sought or as directed by the Executive Director.
- Other duties as assigned.

FACTORS

Knowledge/Skills required by the position:

- Education and/or experience equivalent to a Bachelors Degree in Fish and Wildlife, biological sciences, Environmental or Natural Resources, Communications, American Indian Studies or related field.
- Specialized knowledge: knowledge of website development, communications planning and Tribal fish and wildlife issues.
- Working knowledge of Tribal governments, treaties, agreements, policies, and sensitive issues associated with the management of fish and wildlife resources.
- Incumbent will have experience with website development and management using WordPress or associated platform.
- Incumbent will have experience with Social Media outreach using, Facebook, twitter, Instagram and other apps and platforms.
- Experience with online newsletter systems, such as MailChimp is preferred.
- Skill in oral and written communications, and ability to deal effectively with personnel from all levels of Tribal, Federal, and State governments, academia, special interest groups and the general public.

SUPERVISION

- The applicant is under the direct supervision of the NAFWS Executive Director.

COMPLEXITY

- Incumbent's tasks involve working with and through many different groups with a wide diversity of interests to achieve the overall mission and goals of the NAFWS.
- Incumbent must be able to work effectively with the NAFWS membership and assist them with issues or concerns.
- All duties and actions of the incumbent must be carried out in a manner that maintains professional working relations.

PERSONAL CONTACTS

- Internal contact with NAFWS membership, staff, and Board of Directors occurs on a regular basis. Other contacts with various Tribal, federal and state agencies will be on a frequent basis.

PHYSICAL DEMANDS

- This position requires a significant amount of travel which can be very demanding. The majority of work time will be spent in an office environment and includes standard demands associated with this setting. Minimal lifting of office equipment, supplies and other work office environment items may be required. A minimum of 20 pounds may be required to be lifted. The incumbent must demonstrate flexibility and self-motivation.

WORK ENVIRONMENT

- The PIO's duty station will be located at the NAFWS' main office in the Denver area. The majority of work is performed in an office setting. Field work usually consists of travel (up to 20%) to various regions or metropolitan areas for meetings and presentations. Some discomfort may be encountered when exposed to extremes of heat, cold, or inclement weather.

EMPLOYMENT REQUIREMENTS

The Native American Fish and Wildlife Society is an Equal Opportunity Employer and does not discriminate in any personnel practice. As provided in federal law, the NAFWS does provide employment preferences for Native Americans and veterans of U.S. Armed Services.

Incumbent will be subject to a pre-employment background check, drug test and reference checks. Must possess a valid Driver's license.

Will be required to serve a 90 day probation period.