



POSITION DESCRIPTION

Position Title	Public Relations Manager
Department	Administration
Reports To	CEO

Job Grade	F-G	Schedule: Full Time
Effective Date	October 2019	Benefitted

Position Summary

The Public Relations Manager will be responsible for creating and delivering high-quality public relations that will engage, promote and inform the general public and patients of Yellowhawk Tribal Health Center (Yellowhawk). The Public Relations Manager will use various platforms of communication, including but not limited to, social media, radio, television and newspaper to communicate on the various projects, services and operations of Yellowhawk. All duties and responsibilities will be performed in accordance with the Yellowhawk Mission and Vision statements.

Essential Duties and Responsibilities:

Develops and implements proactive marketing and promotion plans to support the strategic initiatives and priorities of Yellowhawk to increase awareness of Yellowhawk's systems, culture, programs and services, increase volume and enhance the qualities of the clinic.

Develops a complementary visual marketing and publications theme that easily identifies Yellowhawk.

Identifies the organization's external and internal communication needs and develops work plans (including budget) to address those needs.

Organizes and facilitates public relations committee meetings.

Works with the Executive Management Team and public relations committee on the development of future Marketing Plans, communication strategies, draft correspondence and to provide updates.

Coordinates the production and distribution of Yellowhawk publications, newsletters (in both print and electronically), reports and mailings as outlined in the Yellowhawk Publication and Print Policy.

Ensures high quality, standardized, consistent, and effective communications through development and coordinated training opportunities for Yellowhawk staff.

Closely monitors and analyzes advertising activities and evaluates effectiveness and ROI outcomes. Submits quarterly reports reflecting tracking results with emphasis on ROI achieved.

Assists departments with the development of tribal-specific health promotion materials and communications that announce and support community-based events.

Ensures alignment of Yellowhawk Mission, Vision and strategic priorities with communications to the patients, community, CTUIR entities and external partners.

Oversees digital media strategies and manages web content for Yellowhawk sites.

Writes, edits and disseminates a variety of communications including but not limited to: press releases, articles and website content.

Creates or assists with presentations specific to Yellowhawk' mission and vision, for use by all staff, in speaking to internal and external audiences.

Manages and updates the Yellowhawk website, Facebook, and other social media outlets.

Installs and monitors search engine analytics to evaluate user behaviors and traffic patterns.

Serves as media liaison and facilitates the appropriate release of information.

Develops effective working relationships with reporters and photographers.

Responds to all media inquiries in a reasonable time frame and determines appropriate responses in conformance with tribal, federal, state and Yellowhawk policies.

Identifies appropriate spokesperson to the media for various matters.

Manages disaster and crisis communications in accordance with the Yellowhawk tiered process.

Operates marketing expenditures, within budget, as defined by Yellowhawk leadership.

Annual budget requests are prepared within specified timelines and appropriately reflect the needs of the organization.

Other Duties:

Other duties as assigned.

Knowledge, Skills and Abilities:

Ability to routinely and independently exercise sound judgment in making decisions regarding workload, where direction and/or precedents may not be available; determining approaches to complex issues, and familiarity with utilizing available resources to complete work.

Ability to practice strict confidentiality; demonstrating a level of professionalism, maturity and tact in handling highly sensitive and/or confidential information. Understands and demonstrates importance of the political landscape in actions and decision-making processes.

Exemplifies positive energy and enthusiasm with a "can do" attitude. Works independently, shows initiative and takes ownership of all projects and assignments to achieve positive results. Demonstrate the ability to function effectively as a team member and team builder.

Demonstrated cognitive skills with the ability to anticipate and meet needs proactively.

Ability to exercise excellent organization, time management, analytical and problem solving skills. Must have attention to detail and demonstrate effectiveness in managing multiple work assignments simultaneously, often under strict deadlines. Work accuracy is essential.

Excellent journalism and communication skills (written and verbal) and ability to communicate with discretion, diplomacy and tact. Actively listens, demonstrates interest and understands the subtext.

Ability to compose written information in a clear, well-structured and grammatically correct manner.

Must be professional, organized and persistent with all levels of staff in order to obtain and maintain proper forms and address issues as they occur.

Typical Physical Demands:

Requires prolonged sitting, some bending, stooping and stretching. Requires eye-hand coordination and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator and other office equipment. Requires normal range of hearing and eyesight to record, prepare and communicate appropriate reports.

Typical Working Conditions:

Most work is performed in office and community settings. There is occasional exposure to communicable diseases and other conditions associated with a clinic environment. There may be occasional exposure to agitated clients or patients.

Other Aspects of the Position:

Requires occasional weekend and/or evening work.

May require travel for training and meetings.

Minimum Qualifications:

Requires a Bachelor's degree in Marketing, Communications, Public Relations, Journalism or related area (strongly preferred) with a minimum of 2 years' experience in the communications field, preferably in healthcare or tribal settings; **OR**

Associate's degree in Marketing, Communications, Public Relations, or Journalism and a minimum of 4 years' experience working in the communications field; **OR**

High School Diploma or GED with at least six (6) years of successful experience relevant to this position;
AND

Demonstrate experience using the most up-to-date publishing and design software (i.e. Adobe InDesign)

Superior written and verbal communications skills, including public speaking skills.

Understanding the use and maintenance of websites and social media platforms

Demonstrated ability in the proficient use of computers, including an exceptional working knowledge of Microsoft Outlook, Word, Excel, Access and PowerPoint. Must be familiar with hand held devices that interface with Microsoft Outlook.

Must have strong interpersonal and communications skills, including the ability to communicate effectively orally and in writing.

Must possess a valid driver's license and maintain Yellowhawk insurance requirements to operate General Services Administration vehicles.

Must submit to and pass a reference and criminal background check.

Must submit to and pass a pre-employment drug and alcohol screening.

Preferred Qualifications:

Yellowhawk gives preference to applicants in the following order:

- CTUIR-enrolled Tribal members
- Other federally-recognized tribal members
- Military personnel who have been honorably discharged
- All other applicants

The success of the Yellowhawk Tribal Health Center delivery of health care services, business operations and reputation are built on the principles of our employees' fair and ethical conduct. Our reputation for integrity and excellence requires careful observance of the terms of the Centers contracts with funding agencies, the Personnel Policies and Procedures Manual, and the spirit of all applicable laws and regulations, as well as the adherence of the Yellowhawk employees to the highest standards that govern their professions, conduct, performance and personal integrity.

Approved by:

Date

I acknowledge that I have read and understand the duties and responsibilities of this position description.

Signature

Date