



## JOB DESCRIPTION

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**Title:** Public Relations Manager  
**Supervisor's Title:** TBD  
**Department:** Administration / Human Resources

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### Job Description:

This role is a PR specialist who monitors and controls press activities of the Tribe's economic development entities ("Tribal Entities") and the Tribe, and plays a supporting role in online reputation management. The PR Manager will coordinate all public relations activities, developing a communications plan including strategy, goals, budget and tactics. Development of a media relations strategy for seeking high-level placements in print, broadcast and online media when necessary is a top priority. This role will ensure that favorable press and content are promoted while unfavorable content is addressed, eliminated and/or suppressed. The PR Manager safeguard the Tribal Entities' and Tribe's (including Tribal Government leaders) reputation by controlling press and online information, both good and bad.

### Key Functional Areas of Responsibility

- Develop and implement in cooperation with Board and Legal a PR communications plan including strategy, goals, budget and tactics
- Create and promote traditional press materials to manage and promote the Tribal Entities and the Tribe
- Coordinate all public relations activities
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends and make appropriate recommendations regarding communication strategy surrounding them
- Have an understanding of search engine behavior, social media, forums, blogs, ratings and review sites
- Work towards enhancing and building Tribal Entity reputation by constantly measuring the effectiveness of strategies
- Monitor press, reviews, forums, posts, tweets, and images referencing the Tribal Entities and the Tribe
- Develop and implement in cooperation with Legal and Compliance procedures for taking immediate action when negative impacts to Tribal Entities and/or Tribe reputation arise
- Work with outside resources to develop a crisis management plan for public relations
- Support the Management Team by driving the maintenance and improvement of Tribal Entities' reputation
- Work effectively with our internal teams to ensure we are compliant with all laws related to our PR initiatives
- Manages approvals to ensure all necessary sign-offs have been obtained prior to PR releases
- Promote and market Tribal Entities as a representative at conferences and meetings as required
- Monitor and manage web-related activities including PR materials on website(s) and social media accounts for the Tribe
- Develop an understanding of the online lending industry



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### Professional Skills & Qualifications

- 5+ years of proven working experience in public relations required
- Proven track record designing and executing successful public relations campaigns at both a local and national level
- Strong relationships with both local and national business and industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews
- Solid experience with social media including blogs, Facebook, Twitter, etc.
- Event planning experience
- Proficient knowledge of MS Office
- Ability to function as a contributing team member and interact positively and openly with peers and other departments in a fast-paced, multitasking environment

### Professional Competencies

- Outstanding ability to think creatively, strategically and identify and resolve problems
- Ability to clearly and effectively articulate thoughts and points
- Exceptional writing and editing skills
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- High levels of integrity, autonomy, and self-motivation
- Excellent analytical, organizational, project management and time management skills

**Job Type:** Full-time

**Education:** BA/MA degree in Marketing, Advertising, Communications, a related discipline or equivalent experience