



TRIBAL PERSONNEL DEPARTMENT

JOB ANNOUNCEMENT

JOB TITLE: **Public Relations Director**
SUPERVISOR: Tribal Administrator
LOCATION: Administration
POST DATE: **September 26, 2024**
CLOSING DATE: **October 10, 2024**

General Description: The primary responsibility of this position is to coordinate and implement public relations activities on regional and statewide scope to convey and address publicity on behalf of the Lac du Flambeau Tribe.

Qualifications: Associate Degree in Public Relations Marketing or Broad Journalism or another related field is required. Bachelor's degree preferred. A minimum of two years' experience in a public relations environment. Prior experience with Tribal Government is preferred. Valid WI Drivers license required, and must be insurable.

Salary: \$25.00-\$30.00/hr. depending on qualifications.

How to Apply: Submit your application for employment, sample of previous newsletter or other published writing sample (250-500 words) and notarized release of information form by the deadline. Applications and detailed job descriptions can be located on our website www.ldftribe.com or are available at the William Wildcat Tribal Center in the Human Resources Department. Please submit your application materials to:

Human Resources Department
P.O. Box 67
Lac du Flambeau, WI 54538
715-588-3303
Email: hr@ldftribe.com

Native American preference will be applied to hiring of this position as defined in Title 25, U.S. Code, Chapter 14, Subchapter V, subsection 273 & 274. We are an equal opportunity employer with preference given to qualified Native American applicants in accordance with federal law and tribal policy.

Lac du Flambeau Band of Lake Superior Chippewa Indians
Nonexempt Position Description

A. TITLE OF POSITION: Public Relations Director

B. DEPARTMENT: Administration

C. SUPERVISOR'S TITLE: Tribal Administrator

D. DESCRIPTION OF DUTIES: The primary responsibility of this position is to coordinate and implement public relations activities on regional and statewide scope to convey and address publicity on behalf of the Lac du Flambeau Tribe. The specific responsibilities of this position include but are not limited to the following:

1. Works closely with the Lac du Flambeau Tribal President, Tribal Council, and Tribal Administration/programs to build, enhance, and retain positive relations with the media and other organizations.
2. Knowledgeable and understands all Tribal Governmental Operations, Business Enterprises and Programs, to assist in promotion and develop publicity campaigns or addressing the media.
3. Develops and maintains a comprehensive promotional calendar that includes all Tribal Government community events.
4. Responsible for the coordination of all publicity and promotional special events that relate to Tribal Governmental/Administrative Operations and functions.
5. Functions as the public information officer and central point of contact for the Lac du Flambeau Tribe. Obtain PIO training.
6. Responsible in determining appropriate written publicity such as news releases, press conferences and media tours.
7. Responsible for using industry knowledge, competitor information and current economic, political trends that may affect the Lac du Flambeau Tribal Government and Administration and general recommendations and analysis for review by the Tribal President and/or Tribal Council.
8. Develops, maintains and analyzes public opinion of the Lac du Flambeau Tribal Government and available services for review by the Tribal President and/or Tribal Council.
9. Participates in Tribal Council meetings to assist with developing marketing concepts, promotions and public relations campaigns.
10. Manages projects under deadline and within intense time constraints while achieving desired publication.
11. Assists Tribal Government and Administrative Team staff with editing or expediting information necessary.
12. Must be able to work irregular hours, weekends, holidays, and be available for call in on short notice.
13. Must attend all Tribal Council and Administrative Team meetings as needed.

14. Performs other duties as assigned related to the Lac du Flambeau Tribal Government Operations.

E. POSITION RELATIONSHIPS:

1. **Internal:** Continual contact with associates at all levels within the Tribal organization and tribal community.
2. **External:** Extensive contact with other Federal, State, or local government agencies and as well as various Media Entities.

F. SUPERVISORY RESPONSIBILITIES: None

G. SUPERVISION RECEIVED: Tribal Administrator

H. EDUCATION: Associate Degree in Public Relations, Marketing, Broad Journalism or another related field is required. Bachelor's degree preferred.

I. EXPERIENCE: Minimum of two years' experience in a Public Relations environment. Prior experience with Tribal Government is preferred.

J. SKILLS:

1. Must possess exceptional interpersonal, communication, public speaking, prioritization, organizational and time management skills.
2. Must be proficient with PC's and related software, deadline adherence and be able to manage sensitive information with diplomacy and tact.
3. Must be able to maintain a professional demeanor in stressful situations as necessary.

K. WORKING ENVIRONMENT:

1. **Work Conditions:** Normal office environment
2. **Exposure to Hazards:** None
3. **Physical Requirements:** May be exposed to long periods of walking, sitting, standing.

L. BEHAVIOR: The vision, goals and objectives of the Lac du Flambeau Band of the Lake Superior Chippewa Indians requires the Public Relations Director to perform in both a professional and personable manner. The manner in which the employee relates to fellow employees, customers and visitors is considered parallel in importance to technical knowledge and ability. Respect and consideration given to the dignity of each customer, visitor and fellow employee is a requisite of successful job performance. Any attitude or behavior that will tarnish the name or reputation of the Lac du Flambeau Tribe will not be tolerated and is subject to disciplinary action.

M. OTHER: Demonstrate a strong commitment to cultural beliefs and values of the Lac du Flambeau Band of Lake Superior Chippewa Indians and the governing Tribal Council. Practices cultural sensitivity at all times, recognizing the respective diverse work styles within the organization and the Lac du Flambeau community. Must submit to a drug test prior to commencing employment and random testing thereafter. Must have and maintain a valid Wisconsin Driver's license and be insurable. Criminal background check required

applicable to the job description. As an employee of the Tribe, he/she will be subject to the Policies and Procedures of the Lac du Flambeau Band of Lake Superior Chippewa Indians.

N. SIGNATURES:

Employee **Date**

Previously signed

Tribal Administrator **Date**

Manager **Date**

Previously signed

Human Resource Director **Date**