

**The CIRI Foundation  
JOB DESCRIPTION**

**Position:** *Communications Manager (I/II)*  
**Department:** Administration  
**Reports to:** President/CEO and/or Vice President/Director of Programs  
**Supervises:** None  
**Type:** Regular, Exempt, Full-time (\*Three-year Grant Funded)  
**Date:** 1 August 2022  
**Revised:**

**General Function:** Communications Manager is a team player who provides high-level communications related services to the Foundation in-person and virtually. Uses knowledge and skills of good business practices, policies, and organization to develop communications strategy and grow the digital presence of the Foundation. Serves as the primary team member responsible for communications projects and objectives, including audience engagement, social media campaigns, share your story, online publications, brand management and other selected Foundation projects as needed that support the mission of TCF. Expand and improve TCF’s relationships with its alumni to grow and develop the organization. \*This is a three-year grant funded position with the intent to become an on-going position within the Foundation.

This position is multi-level, offering opportunities for various skill levels and progression opportunities. The Communications Manager II is able to consistently perform all duties/responsibilities of the Communications Manager I position with a high level of proficiency. The Communications Manager II is able to facilitate the majority of the major activities independently with guidance from the Vice President/Director of Programs and President/CEO.

<b>Major Activities for Communications Manager I:</b> Typical Duties/Responsibilities in priority order	Est % of time
<p><b>Administration:</b></p> <ul style="list-style-type: none"> <li>• Create and implement a comprehensive communications strategic plan that supports overall organizational objectives.</li> <li>• Oversee communication, coordination, and alignment of organizational priorities/strategies related to media relations and community relations.</li> <li>• Develop creative new strategies to grow awareness of TCF events, campaigns, and programs in-person and virtually.</li> <li>• Compose, edit, design and produce a variety of brand development messaging/content, including advertising, program materials, promotional materials, engagement campaigns (alumni), web features/announcements, impact reports, fundraising materials, social media posts, etc., through a variety of medium and application (web, print, video, broadcast, etc.)</li> <li>• Manage all communication platforms including social media (i.e. Facebook, Instagram, YouTube, Twitter, TikTok) and websites.</li> <li>• Oversee external communications through social media, media engagement, and speaking engagements.</li> <li>• Assist with the planning and management of the design, content, and production of all promotional materials, program brochures, etc.</li> <li>• Develop and update content as directed on TCF’s external website.</li> <li>• Actively communicate with key stakeholders (recipients, alumni, foundations, grantees, artists, Native organizations, TCF team members) to gain information regarding programmatic needs.</li> </ul>	95%

<b>Advocacy/Support:</b> <ul style="list-style-type: none"> <li>• Represent TCF and promotes mission at selected conferences, forums and meetings.</li> <li>• Develop and maintains effective relationships with community and organizational leaders that support TCF's mission.</li> <li>• Collaborate with and encourages team members to achieve professional goals.</li> </ul>	5%
<b>Major Activities for Communications Manager II:</b> Typical Duties/Responsibilities in priority order	Est % of time
<ul style="list-style-type: none"> <li>• Consistently performs all duties/responsibilities of the Communications Manager I with a high level of proficiency as evidenced in a performance evaluation.</li> <li>• Proficient in implementing a comprehensive communications strategic plan that supports overall organizational objectives.</li> <li>• Demonstrate a deep understanding of the processes for the Communications Manager I position.</li> <li>• Demonstrate ability to improve processes in consultation with Vice President/Director of Programs.</li> </ul>	100%
Total	100%

**Skills, Knowledge and Abilities:**

- Strong analytic, written, verbal communication, and organizational skills are required.
- **Proficiency with computer equipment and software:** MS Windows Operating System, Word Press, Adobe In-Design, Photoshop, Zoom, MS Office (Word, Excel, Access, PowerPoint, Outlook, TEAMS).
- Knowledge of webpage maintenance, WordPress, Constant Contact, and Social Media platforms.
- Experience with graphic design software.
- Knowledge of general business formats and management procedures.
- Ability to compose business correspondence and create visual presentations.
- Proficient with proper grammar, good vocabulary, spelling, proofreading and editing.
- Knowledge of proper telephone and email etiquette.
- Use of basic office equipment such as: copiers, printers, and postage machine.
- Knowledge of ANCSA and Alaska Native history.
- Ability to travel, as necessary, to fulfill the mission of the Foundation.
- Ability to lift 25 lbs.

**Minimum Experience Qualifications:**

- Bachelor's degree in the areas of communications, public relations, journalism, nonprofit management or other related field.
- Demonstrates team leader skills that support a collaborative environment.
- Any combination of training and experience that provides the required skills, knowledge and abilities.

**Standards of Employee Conduct:**

- Commitment to the mission of The CIRI Foundation.
- Respect for all team members and a positive attitude.
- Collaborate/cooperate with all team members to meet goals of the Foundation.
- Effective task performance and quality results using continuous improvement process approach.
- Observance of safety and health rules.
- Proper use and maintenance of company equipment and materials.

- Maintenance of responsible attendance standards, including prior notification of absence.
  - Protection of confidential information.
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**Required Contacts:**

- Foundation staff, beneficiaries, and board of directors.
  - Foundation's contracted service providers.
  - University/college or other educational institution staff.
  - Community and business leaders.
  - Other Native and civic organizations.
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**Job Description Approval:**

Employee: \_\_\_\_\_  
(Signature)

Date: \_\_\_\_\_

Supervisor: \_\_\_\_\_  
(Signature)

Date: \_\_\_\_\_