

Job Title: UNITY Marketing and Communications Manager

Position Summary

The Communications Manager drives internal and external messaging to elevate the organization's mission, with a special focus on amplifying Indigenous youth voices. Working closely with a collaborative communications team, this role leads the promotion of **United National Indian Tribal Youth (UNITY)** programs, oversees the production and distribution of a dedicated E-newsletter, and coordinates multi-channel campaigns to support leadership development, citizenship, and civic engagement.

Key Responsibilities

Strategy & Planning

- Design and implement comprehensive annual communication and marketing plans aligned with organizational goals.
- Maintain a centralized editorial calendar for blogs, email newsletters, press releases, and social media campaigns.
- Track, analyze, and report on engagement metrics (web traffic, email open rates, social reach) to optimize future campaigns.

Team Collaboration & Project Management

- **Cross-Functional Collaboration:** Partner daily with a dedicated **communications team** to create a one-year content calendar and align messaging across all digital assets and print collateral to elevate brand visibility and stakeholder engagement.
- **Campaign Coordination:** Manage timelines, delegate tasks, and oversee project workflows within the team to ensure the timely execution of organizational campaigns.

Content Creation & Brand Management

- Write, edit, and proofread culturally respectful content, including graphics, for E-newsletters, annual reports, stakeholder text blasts/automated calls, donor appeals, and website pages.
- Ensure all messaging aligns with organizational mission and guidelines, respecting tribal protocols, terminology, and cultural nuance.
- Collaborate with youth advocates to co-create digital content, ensuring authentic representation of Native youth experiences.

Digital Media & Press Relations

- Oversee active social media platforms (LinkedIn, Instagram, TikTok, Facebook) to engage Native youth, tribal leaders, and funding partners.
- Draft press releases, build relationships with Native media outlets (e.g., Native News Online, ICT News) and mainstream media to secure coverage for youth initiatives.
- Manage email marketing campaigns and segment audiences to optimize engagement for youth programs, donors, and alumni networks.
- Manage list segmentation within the email marketing platform to target youth, alumni, tribal leaders, and donors. Track and analyze performance metrics (e.g., open rates, click-throughs) to continuously improve engagement.

UNITY Program Promotion & Advocacy

- **Youth Council Engagement:** Work with the content team to distribute strategic materials promoting the growth, recruitment, and local community impact of UNITY Youth Councils.
- **National Events & Campaigns:** Coordinate with the team to deploy multi-channel marketing and media coverage for annual events, including the national UNITY Conference, midyear conferences, and regional summits.
- **Spotlight Campaigns:** Direct team resources toward recognition campaigns for youth leaders, including the promotion of the "25 Under 25" Indigenous Leadership Awards, Earth Ambassadors programs, National UNITY Council, and UNITY Talks/News.
- **Storytelling:** Coordinate interviews and feature profiles on Native youth leaders, transforming community impact data into compelling digital narratives for the E-newsletter, website, and annual reports.

Qualifications & Skills

- **Education:** Bachelor's degree in Communications, Public Relations, Native American Studies, Marketing, or a related field.
- **Experience:** 3 to 5+ years of professional communications experience. **Proven experience managing an organizational E-newsletter or digital publication is required.**
- **Technical Skills:** Advanced proficiency with email marketing platforms (e.g., Mailchimp, Constant Contact, HubSpot) and project management software (e.g., Asana, Monday.com). Basic design sensibilities for digital layouts are essential.
- **Cultural Competency:** Deep understanding of tribal sovereignty, Indigenous cultures, and the unique opportunities facing Native youth today.

Benefits

- Salary: \$75K
- Health Insurance
- 401K

PREFERENCE:

In accordance with the Indian Preference Regulations, preference is given to American Indians. To claim American Indian preference, documentation certifying tribal affiliation must be submitted along with a resume and supplemental information form.

Strategic-plan alignment: The four bolded responsibilities incorporate duties reflected in UNITY's Strategic Action Plan related to youth leadership cohort programs, NUC technical assistance and network engagement, data-informed evaluation, CRM use, youth outreach, communications, regional activities, partnerships, and ongoing leadership development.

Deadline to apply is October 30. Please submit your letter of interest and resume to LorenAshley Buford, la.buford@unityinc.org.