



JOB DESCRIPTION

Bishop Tribal Council
Bishop, California

Position: Public Relations Specialist
Department: Administration
Supervised by: Tribal Administrator or Designee
Pay Range: T-8 \$19.57 to \$27.40 (40,705.60 to \$56,992.00)
FLSA Status: Hourly, Non-Exempt

General Duties: Under the supervision of the Tribal Administrator or designee, the Public Relations Specialist will develop media relations strategy to protect the Bishop Paiute Tribe's image and increase the Tribe's visibility through seeking high-level placements in print, broadcast, social media interactive technologies (including but not limited to: Facebook, Twitter, Instagram, Snapchat, tribal newsletters and more).

Responsibilities:

- Develop and evaluate public relations plan and strategy.
- Build connections with media and key journalism through a mix of traditional, digital, and online channels.
- Ensure public relations meets the needs Bishop Paiute Tribe's goals and interests.
- Forecast news cycles and identify areas of trending tribal and non-tribal public interests.
- Understand competitive landscapes while staying ahead of threats to the Bishop Paiute Tribe's image.
- Establish a media relations plan and ensure strategies that include high-level media placement positioning will meet the goals and interests of the Bishop Paiute Tribe and its membership.
- Engage in marketing development to ensure the public relations campaigns are in alignment with strategic goal for growth and new business opportunities.
- Leverage existing media relationships for prominent placements.
- Pitch new ideas while amplifying content and social concepts to propel a positive awareness of the Tribe's voice.
- Write timely press releases and prepare media kits for proactive and regular communication.
- Handle all inbound media inquiries and requests for timely distribution and response.
- Other duties as assigned.

Supervisory Responsibilities: None

Competencies: To perform the job successfully, an individual should demonstrate the following competencies that are essential functions of this position.

- Decision Making—the individual identifies and resolves problems in a timely manner and gathers and analyzes information skillfully to make the responsible decision.
- Interpersonal Skills—the individual maintains confidentiality, remains open to others' ideas and exhibits willingness to try new things.
- Oral communication—the individual speaks clearly and persuasively in positive or negative situations, demonstrates group presentation skills and can conduct productive meetings.
- Customer Oriented – the individual delivers excellent service to both internal and external customers in a friendly and courteous manner.

- Time Management—the individual prioritizes and plans work activities, uses time efficiently and develops realistic action plans.
- Detail Oriented—the individual demonstrates accuracy and thoroughness and monitors own work to ensure quality.
- Adaptability—the individual adapts to changes in the work environment, manages competing demands and is able to deal with frequent change, delays or unexpected events.
- Reliability—the individual is consistently at work and on time, follows instructions, responds to management direction and solicits feedback to improve performance.
- Organized—the individual keeps clean and organized workspace and projects.
- Motivated—the individual inspires himself/herself and others around them to get the job done and follow through on assigned tasks.

Qualifications:

- Associate Degree in public relations, marketing or advertising preferred or a minimum of two years' experience working in the public relations field.
- Exceptional writing and editing skills.
- Knowledge of traditional and digital media and social media outlets.
- Excellent communication and organizational skills a must.
- Familiarity with tribal communities.
- Current CDL and ability to be insured to drive Tribal vehicles preferred.

Other Requirements:

- The individual must have the ability to work with people from diverse cultures, ethnic and socio-economic backgrounds and possess a basic knowledge of Native American communities and always maintain cultural sensitivity.
- Must comply with the Driving Policy, Pre-Screening Policy and Drug, Alcohol and Contraband Free Policy.
- Must comply with the COVID-19 Vaccination Policy.

Indian Preference:

Native American Indian preference shall apply pursuant to the prevailing Bishop Tribal Employment Rights Ordinance and the Indian Self-Determination and Education Assistance Act (24 U.S.C. 450, et seq.), 25 CFR 271.44 and other relevant laws.