



Bois Forte Band of Chippewa

5344 Lakeshore Drive ▪ Nett Lake MN, 55772 ▪ 218-757-3261/1-800-221-8129

DIGITAL COMMUNICATIONS COORDINATOR

Position Description

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| Opens: December 31, 2024 | | | |
| Closes: January 14, 2025 | | | |
| Department: | Information Technology | Reports to (title): | Radio Station General Manager |
| Job Code: | N-9 | Job Location: | Bois Forte Tribal Government- Nett Lake, MN |
| Pay Range: | Min: \$16.06 Mid: \$20.07 Max: \$24.09 | Supervises: | None |
| Hours/week: | 40 | Classification: | Non-Exempt |
| Type of Position: | Full-Time | Effective Date: | 12/19/2024 |
| Indian Child Protection Background: | Yes | Revised Date: | 12/19/2024 |
| Telecommute: | Office 60% Remote 40% | | |

PERFORMANCE EXPECTATIONS

In performance of their respective tasks and duties all employees of Bois Forte Band of Chippewa are expected to conform to the following:

- Uphold all principles of confidentiality to the fullest extent.
- Adhere to all professional and ethical behavior standards of the tribal government (may also be referred to as “Band”).
- Interact in an honest, trustworthy, and respectful manner with employees, community, visitors, and vendors.
- Comply with Bois Forte Band of Chippewa policies and procedures.
- Display respect and understanding of Bois Forte Band of Chippewa traditions and values.

POSITION PURPOSE

The Digital Communications Coordinator maintains and oversees the creation of promotional materials, messages, and public communication channels of KBFT. This shall include documenting all the administrative-related costs of promotional activities and the related expenses in time and dollars.

ESSENTIAL DUTIES, FUNCTIONS, & RESPONSIBILITIES

1. Oversee all Social and Web Content to include the following items:
 - Manage local social media calendars to align messaging with key event initiatives, and holidays.
 - Draft copy for social and web platforms, reaching out to local agencies and partners when necessary.
 - Manage weekly homepage creative calendar, ensuring the messaging aligns with local strategy and other media touchpoints development social media and content delivery.
2. Develop unique, cross-platform creative digital content in various formats, including but not limited to, videos, banners, animated graphics, infographics, websites, and social media.
3. Create promotional text messages, social media posts, images, audio, and video clips to be posted on the KBFT website, social media sites and flyer prints.
4. Support the sales and promotional activities of Marketing/Development Coordinator, and Programming Manager to plan the On-air fund-raising events and assist with the on-air and off-air fund-raising activities.

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5. Maintain engagement with Bois Forte community and listeners in our social media channels to foster loyalty, Band member involvement, relationship building, and membership growth.
6. Create content that tells the Bois Forte Tribal Community Radio story, promotes the Band's mission and goals to potential members and businesses, and fosters conversations by connecting social media to our larger integrated development campaigns.
7. Drive awareness and follower/listenership growth by increasing visibility and awareness of Bois Forte Tribal Community Radio by publishing effective content for our social media channels and using effective audience engagement techniques.
8. Analyze and evaluate performance reporting that includes data tracking systems to analyze results to identify successes and misses, ultimately incorporating lessons learned into future content and campaigns.
9. Use online metrics and conduct impact assessments to help shape KBFT's digital communications strategies.
10. Collaborate with Marketing/Development Coordinator to maintain Online Donation presence and promotional activities to drive financial support.
11. Design event collateral that stays within branding guidelines and drives audience involvement, establishes a creative and consistent look, and feel to KBFT events.
12. Effectively use listening skills, diplomacy, and tact to build and maintain strong business relationships.
13. Lead the creation, delivery, and execution of digital and social campaigns for KBFT to build station awareness, engage listeners to grow and retain our audience.
14. Focus on day-to-day activities including writing and creating a wide variety of content, social media monitoring, community-outreach efforts, reporting, etc.
15. Develop timelines, content production calendars, and monitor progress, ensuring deadlines are met.
16. Evaluate and recommend tools/vendor services for better data reporting and efficiency.
17. Attend assigned industry events, seminars, and networking sessions to keep abreast of marketing/communication trends in public radio.
18. Assist Radio Station Events Coordinator with event setup (setting up professional audio equipment, event promotion).
19. Create feature promotional content and required media content for Station/Legacy events (audio pieces, video documentation, and artists unique website showcase).
20. Assist in the creation and production of prerecorded and live on-air shows to promote Bois Forte's events, Legacy events, and encourage community participation that effectively draws listeners in.
21. Ensure Audio Streaming services are maximized to increase audience engagement and maximized for potential revenue opportunities.
22. Assist in the Production and packaging to distribute and promote KBFT's nationally syndicated programming.
23. Interview guests, edit audio, write scripts, produce, and host high quality programs for local, regional & national distribution.
24. Engineer live music performances when needed, including setup and operation of soundboard, and recording equipment.
25. Produce remote broadcasts and train other volunteers to execute successful remote broadcasts of shows and special events.
26. Assist KBFT hosts in the creation of their online content, both program content and promotional content.
27. Provide production and other technical support for co-sponsors/partners of KBFT's events.
28. Support the duties and responsibilities of the Radio Station Event Coordinator, Programming Manager, Marketing/Development Coordinator as directed by the General Manager
29. As an employee of the Bois Forte Reservation, will follow the Bois Forte Procurement Policy and any other applicable procurement requirements when obtaining goods and/or services for the Bois Forte Band of Chippewa.

MINIMUM MANDATORY QUALIFICATIONS

- Experience:
- One (1) to two (2) years' experience in media/advertising, or digital communications.

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- Education: High School Diploma or equivalent.
- License/Certification: • None.
- Mandatory Knowledge, Skills, Abilities and Other Qualifications:
- One (1) to two (2) years' experience producing content for the worldwide web, specifically, blog, WordPress, Facebook, Twitter, YouTube etc., including experience building audiences either on-line or off-line.
 - To perform this job successfully, an individual must be able to satisfactorily perform each essential duty. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
 - Excellent writing skills and the ability to prepare news releases for the media, or information leaflets, new forms, etc.
 - Able to demonstrate strong analytical and visualization skills via presentations and reports, clearly communicating large amounts of information precisely and creatively.
 - Excellent communication, creativity, organizational, and project management skills.
 - Social media marketing expertise.
 - Demonstrated expertise as a digital expert: savvy with digital media, analytics tools, CMS platforms (WordPress, Tumblr, etc.) and social media.
 - Able to determine priorities, work on multiple projects simultaneously, and meet deadlines.
 - Able to work independently and establish work priorities and open to flexible work hours.
 - Capable of working within and designing for various Content Management Systems, ideally WordPress.
 - Skilled in Microsoft Office Suite skills, especially PowerPoint, Excel, and Outlook.
 - Working knowledge of Adobe Creative Suite (Photoshop, Illustrator), Adobe Acrobat, and major graphic/video file formats.
 - Experience with Windows OS and Mac OS platforms.
 - Knowledge of basic HTML and CSS code and JavaScript is a plus.
 - Knowledge of appropriate storage of electronic files online and onsite.
 - Develop positive and creative relationships with other communities and business groups.
 - Basic operation of a workstation (turning on/off, knowledge of basic functions and components) and general office equipment Use/storage/maintenance of multiple usernames and passwords. Computer-related problem-solving skills through the use of available training and help desk.
 - Exceptional ability to manage multiple projects along various timelines and bring all to a successful conclusion.
 - A record of satisfactory performance in all prior and current employment as evidenced by positive employment references from previous and current employers.
 - Ability to perform other duties as assigned.

PREFERRED QUALIFICATIONS

- Experience in non-commercial radio environment and working to promote its engagement activities and events.
- Work experience or training in advertising, public relations, on-line marketing, web development or a similar field.
- AA or AAS In Digital Communications or Digital Marketing or related fields.

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WORK ENVIRONMENT

- Work environment: The work environment characteristics described here are representative to those an employee encounters while performing the primary functions of this job. Normal office conditions exist, and the noise level in the work environment can vary from low to moderate. Limited overnight travel may be required from time to time.
- Physical demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the primary functions of this job. While performing the duties of this job, the employee may be required to frequently stand, walk, sit, bend, twist, talk, hear and perform repetitive motions. There may be prolonged periods of sitting, keyboarding, reading, as well as driving or riding in transport vehicles. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include reading, distance, computer, and color vision. Talking and hearing are essential to communicate with the community, visitors, employees, and vendors.
- Mental demands: There are a number of deadlines associated with this position. The employee must be able to handle frequent interruptions and must also multi-task and interact with a wider variety of people on various and, at times, complicated issues.

TRIBAL AND INDIAN PREFERENCE

The Bois Forte Band of Chippewa has implemented a Tribal and Indian Preference in Employment Policy. Pursuant to this Policy, applicants who possess the knowledge, skills, and abilities required by this position, and who are enrolled members of the Bois Forte Band of Chippewa Tribe will be given primary preference in hiring and employment for this position. Members of other federally recognized Indian tribes will be given secondary preference for hiring and employment after providing proof of tribal membership. Tribal and Indian preference is integrated into the interview and scoring process for candidates for job positions.

OTHER

- Confidentiality: All employees must uphold all principles of confidentiality to the fullest extent. This position may have access to sensitive information and a breach of these principles will be grounds for immediate termination.
- Background Investigation: This position may be subject to a criminal history background check, a suitability background check and/or a Fair Credit Reporting Act (FCRA) check. In addition, some positions are subject to a 101-630 background check in an effort to ensure compliance with Public Law 101-630 "Indian Child Protection and Family Violence Prevention Act." Candidates must be able to successfully pass all required background checks to qualify for this position.
- Drug Screening: All applicants must successfully pass a pre-employment drug screening prior to beginning employment and will be subject to random drug testing.

PRE-EMPLOYMENT DRUG TESTING APPLIES. INDIAN PREFERENCE WILL APPLY. UPON PRESENTATION OF DD-214 WHICH REFLECTS HONORABLE DISCHARGE, APPLICANTS WILL RECEIVE VETERAN'S PREFERENCE POINTS. Please visit our website at www.boisforte.com to complete an application. Applications are accepted via: Fax, Email, U.S. Mail, and In Person. Submit applications to: Human Resources Specialist 5344 Lakeshore Drive, Nett Lake, MN 55772, Fax: 218-757-6781, hrgeneralist@boisforte-nsn.gov Applications received after the closing date will not be accepted.