



Yurok Tribe

Job Description

JOB TITLE:	Public Outreach/Marketing Lead		
JOB GRADE:	9/10	REPORTS TO:	Contracts and Business Operations Branch Manager
STATUS:	Non-Exempt	LOCATION:	Arcata
DEPARTMENT:	Fisheries	DIVISION:	Natural Resources
ALL HIRING IS SUBJECT TO THE YUROK TRIBE'S HIRING PREFERENCE			
SALARY RANGE:	\$27.23-\$38.31		

POSITION SUMMARY:

The position is within the Yurok Tribe's Natural Resources Division, Fisheries Department, Design and Technical Services Program (TSP) under the direct supervision of Contracts and Business Operations Branch Manager. This position is responsible for planning, development, and implementation of the Yurok Tribe's Fisheries Department - TSP marketing, communication, and public relations activities. The Public Outreach/Marketing Lead is responsible for connecting with the community and building relationships. This position assists business operations for large-scale restoration projects across Northern California including projects located on the Trinity River, Sacramento River, Coastal Rivers, Mid-Klamath, and upper Klamath River, and the Klamath Dam Removal Project. This is a 2-year term position with an opportunity for extension based on availability of funding.

DUTIES AND RESPONSIBILITIES:

1. Works in close coordination with the Yurok Tribe - Public Relations Department and ensures all marketing is in line with all tribal policies, procedures, and protocols.
2. Organizes and participates in community events, workshops, and outreach programs to connect with tribal members and the broader community.
3. Maintains a schedule of outreach activities, including community events, workshops, appearances, and other communication opportunities.
4. Creates and implements educational campaigns to raise awareness about environmental conservation, sustainable practices, and related issues within Yurok Tribe's Fisheries Department – TSP.
5. Collaborates with tribal leaders, government agencies, and environmental organizations to foster partnerships and support for fisheries initiatives and projects.
6. Develop a marketing strategy that is culturally appropriate and informative materials such as brochures, newsletters, and online content to share information about Yurok Tribe's Fisheries Department – TSP goals and objectives.
7. Manages positive relationships with local media outlets to ensure accurate and positive coverage of the Yurok Tribe's Fisheries Department – TSP.
8. Coordinate with the Yurok Tribe's Fisheries Department – TSP technical staff to collect accurate up-to-date information then transform the information for public consumption.
9. Serves as an advocate for the Yurok Tribe's Fisheries Department, addresses concerns, and promotes sustainable practices within the local community and beyond.
10. Prepare monthly, quarterly, and annual program and activities reports.
11. Have relevant experience working with Tribal and non-tribal communities.
12. Public speaking is a required competency as the Public Outreach/Marketing Lead will need the ability to discuss effectively with individuals and groups to convey information and gather concerns.

13. Monitor social media channels for news and feedback.
14. Work in a multi-disciplinary team of technical professionals and help manage the business operations of all planning, design, and implementation projects.
15. Participate in weekly coordination meetings with the Design and Technical Services Program management staff to help set priorities and help coordinate project workload.
16. Assists in the development and maintaining strong relationships with the Yurok Tribe headquarters and various departments including Fiscal/Finance, Human Resources, Office of Tribal Attorney (OTA) and other departments.
17. Performs other related duties as assigned.

EDUCATION/EXPERIENCE:

1. G9: Bachelor's degree in marketing, business administration, business management, communication, journalism, and three years' experience of related field study specializing in one of the following category types: digital marketing and/or creative writing.
2. G10: Bachelor's degree in marketing, business administration, business management, communication, journalism, and four years' experience of related field study specializing in one of the following category types: digital marketing, creative writing, and English.
3. Employee must be willing to acquire any special certifications or attend any training that is determined to be relevant or becomes required of the position in the future.
4. Candidates with equivalent combinations of education, training and experience will be considered.

MINIMUM QUALIFICATIONS:

1. General knowledge in marketing, business administration, business management.
2. General knowledge in communications and/or journalism.
3. General knowledge in digital marketing and/or creative writing.
4. Ability to establish and maintain cooperative working relationships with co-workers and the community under possible adverse or volatile situations.
5. Ability to arrive at work punctually and work enthusiastically and consistently throughout the day both alone and when supervising crews and working with other crews.
6. Ability to read and understand technical documents, topographic and road maps, and ability to understand and follow written and verbal instructions.
7. Must have first aid/CPR certification.

SUPERVISORY RESPONSIBILITIES:

This position has no direct supervisory responsibilities.

CONDITIONS OF EMPLOYMENT:

1. All applicants are subject to the Tribe's Drug and Alcohol Policy including pre-employment screening.
2. Valid state issued driver's license and/or the ability to obtain a California or Oregon driver's license. Must be insurable on the Tribe's insurance policy.
3. Must pass a background investigation and fingerprint clearance.

WORK ENVIRONMENT:

The work environment temperature can fluctuate between 40-90 degrees Fahrenheit due to open doors and windows. The job will require inside and outside activities. There are many distractions, and the noise level can escalate.

LANGUAGE SKILLS:

Must have the ability to read, write and comprehend simple instructions, short correspondence, and memos. With ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization. Knowledge of Yurok language is preferred but not required.

REASONING ABILITY:

Apply common sense understanding to carry out instructions furnished in written, oral and/or diagram form. With ability to deal with problems involving several concrete variables in standardized situations.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is frequently required to walk, stand, use hands and fingers, handle, or feel. Employee will have prolonged periods of standing and constant movement. The employee must lift and/or move up to 50 pounds often.

VISION REQUIREMENTS:

1. Close vision (clear vision at 20 inches or less).
2. Color vision (ability to identify and distinguish colors).
3. Depth perception (three-dimensional vision, ability to judge distances and spatial relationships).
4. Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus).

I, _____, (print name), acknowledge receiving a copy of this job description and understand the requirements. This job description’s duties, responsibilities and activities may change, or new ones may be assigned at any time with or without notice. I also understand that, as an employee, I am expected to perform my assigned duties, to read and abide by all Yurok Tribal laws, policies and procedures, vehicle usage, procurement, and any additional guidelines set forth by the Yurok Tribe. I understand that any violations of all established policies and procedures may lead to disciplinary measures, up to and including termination. I understand that the Yurok Tribe is committed to the philosophy that employment relationships are both personal and voluntary. Accordingly, employment at the Yurok Tribe has no specific duration, and either the employee or the Yurok Tribe can terminate the employment relationship for any reason or no reason. This “at will” relationship exists between the Tribe and all employees.

Employee Signature	Date	Employee #
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Supervisor Signature	Date
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