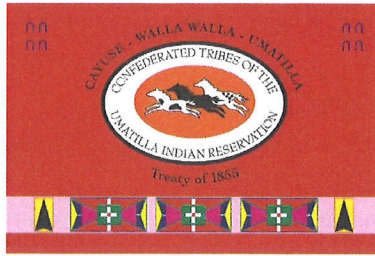


CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION
46411 TIMÍNE WAY, PENDLETON, OR 97801
(541) 276-3570 FAX (541) 276-9060



POSITION DESCRIPTION and VACANCY ANNOUNCEMENT

POSITION TITLE: Public Relations Specialist

SALARY: Pay Range: 10-12
\$69,389.40 to \$82,000 annual DOE/DOQ

DEPARTMENT: Communications Department

LOCATION: Position located at Nixyáawii Governance Center, Mission, Oregon,
Confederated Tribes of the Umatilla Indian Reservation

EMPLOYMENT STATUS: Full Time with benefits package
Background check required
Exempt

SUPERVISED BY: Communications Director

OPENING DATE: September 8, 2023

CLOSING DATE: Open until filled; review complete applications September 29, 2023

CTUIR MISSION STATEMENT

Exercise the Tribe's sovereign authority to achieve the maximum protection of resources identified in the Treaty of 1855, to protect newly acquired lands wherein the Tribe has a vested interest, to protect the lands of all the citizens and residents of the Umatilla Indian Reservation. This position will protect human life, water, land, air, and wildlife by exercising professional skills and abilities in the protection of the resources of the Confederated Tribes of the Umatilla Indian Reservation.

GENERAL STATEMENT OF DUTIES

The Public Relations Specialist is the liaison between the Confederated Tribes of the Umatilla Indian Reservation and the public. Establish and maintain cooperative relationships between the CTUIR government and tribal and local communities, the news media, consumers, and public-interest groups. Assist CTUIR with building and maintaining a positive public image. This often includes developing press releases and drafting speeches. Contact reporters, producers, and editors in print and broadcast media who may create stories with

press releases. Maintain a press release database. In addition, may be responsible for organizing promotional or community-centered programs and events. Also includes writing comments, talking points, or speeches for CTUIR officials as part of conventions, tribal consultations, conferences, or other public presentations.

EXAMPLES OF ESSENTIAL JOB DUTIES & RESPONSIBILITIES

- Draft press releases and media summaries.
- Develop, edit, and/or review external correspondence such as speeches, letters, or talking points for Tribal leadership and departmental representatives.
- Build relationships with new media contacts and maintain relationships with existing contacts.
- Manage media requests in a timely and professional manner.
- Pitch story ideas to media.
- Coordinate development and implementation of CTUIR branding and style guide. Ensure all communication is cohesive with the brand image.
- Measure PR program impacts using regular reporting.
- Organize, schedule and, prepare key leaders for press interviews.
- Evaluate advertising and promotional programs to ensure they align with public relations goals identified in the Communications Department Annual Work Plan.
- Develop organization presentation materials for conferences, leadership travel, and community events.
- Support the implementation of promotional plans.
- Develop and maintain stock photo and video imagery departmental library related to the organization for publication purposes.
- Facilitate the resolution of disputes with the public or external vendors.
- Other duties as assigned by the Communications Director related to the position and scope of work.

SUPERVISORY AUTHORITY: NONE

SIGNATORY AUTHORITY: NONE

ACCESS TO SENSITIVE AREAS:

Has access to all areas of the spaces and building under his or her responsibility of the position and Department of Communications.

REQUIRED MINIMUM QUALIFICATIONS: (It is the responsibility of the applicant to demonstrate in writing he/she does meet the following minimum qualifications.)

1. Bachelor's degree in communications, journalism, public relations, marketing, media relations or related field, with 2-3 years of experience in public relations or government communication or related field **OR**

Associate degree in communications, journalism, public relations, marketing, media relations or related field, with 3-5 years' experience in public relations or government communication or related field **OR**

High school diploma or equivalent, with six (6) years' in communications, journalism, public relations, marketing, media relations or related field.

2. Must be a self-starter and have excellent organizational and problem-solving skills. Must have demonstrated the ability to prioritize tasks and manage time effectively.

3. Ability to carry out assigned duties/projects in an efficient and timely manner with minimal supervision and must be able to handle multiple projects and work within defined timelines.
4. Must have strong oral and written communication skills. Must have the ability to make public presentations and speak to the public.
5. Extensive knowledge of news media operations, communications, program design, project coordination, and publication development.
6. Experience and proficiency with social media platforms and some web content management.
7. Must be able to work with a diverse group of people. Must have the ability and interest to greet the public and handle difficult situations professionally and courteously.
8. Must practice confidentiality with duties, responsibilities, and information within the position related to issues/events.
9. Strong interest in digital storytelling and communications.
10. Other duties assigned by the Communications Director.

PHYSICAL DEMANDS:

1. May work irregular hours at times for conferences, meetings or events.
2. Ability to stand and walk around for long periods of time.
3. Ability to sit in automobiles and or airplanes for travel to conferences, seminars, and training.
4. Ability to lift up to 25 lbs – Files boxes and or CUJ.

Pursuant to Tribal Worker's Benefit Code, Section 4.02.A. "All workers shall disclose any pre-existing physical or mental disorder and/or disability that could potentially affect or impair the worker's ability to perform in a reasonable and safe manner the activities involved in the position in which they work. Disclosure shall be made in the employment application or interview before commencing employment or before commencing new job duties after job reclassification, reassignment, promotion, demotion, or other change in job duties. The content of such disclosure shall be made promptly by the covered worker after submitting a claim for benefits under this Code."

SELECTION PROCESS:

Tribal Personnel Policies Manual, Section 3.01: Employment Preferences

The Tribe's employment preferences shall be as follows:

1. Indian Preference. It shall be the policy of the Tribe to provide preference in hiring opportunities within the Tribal government to CTUIR members and to other Indians enrolled in federally recognized tribes. This CTUIR member and Indian preference shall be applicable in all employee hiring, promotion, and transfer decisions.
2. Veteran's Preference. It shall be the policy of the Tribe to provide preference in hiring opportunities to veterans honorably discharged from the United States Armed Forces.

3. The employment preferences set forth in this section shall apply to all Tribal programs regardless of the program's funding source, and shall apply to all classes of positions referenced in §3.05.
4. Except for the employment preferences authorized under this section, it shall be the policy of the Tribe that no employee or job applicant shall be discriminated against in pursuit of employment or career growth due to race, color, religion, gender, sexual orientation, age or national origin.

All CTUIR Tribal positions are competitive. All employment applications and supportive employment material will be evaluated based on the relevance of the applicant's qualifications and experience as it applies to this position. Applicants who demonstrate that they meet the minimum qualifications and experience most relevant to this position will be considered qualified to compete for this position and be eligible for an interview.

DRUG FREE WORKPLACE:

The Confederated Tribes of the Umatilla Indian Reservation has a "Drug Free Workplace Policy" and will conduct Pre-Employment Drug Testing. A pre-employment drug test is required before any employment offer is to be made. All tribal employees classified as safety sensitive are subject to random Alcohol and Drug testing pursuant to the Tribal Personnel Policies Manual.

APPLICATION DEADLINE:

Complete Tribal employment applications will be accepted until at 4:00 P.M., on the posted closing date as found on Page 1 of this announcement, or postmarked by that date. **ONLY THOSE TRIBAL EMPLOYMENT APPLICATION PACKETS WHICH ARE COMPLETE, WITH ALL ADDITIONAL REQUIRED INFORMATION, AS FOUND IN THE "REQUIRED EMPLOYMENT APPLICATION PACKET MATERIAL" BELOW WILL BE CONSIDERED.** Employment application packets received after the application deadline will not be considered.

It is the responsibility of the applicant to provide sufficient evidence to show they fully meet the qualification requirements.

REQUIRED EMPLOYMENT APPLICATION PACKET MATERIAL:

1. Completed Tribal Employment application.
2. Cover letter explaining your qualifications and experience relevant to the functions of this position.
3. Personal resume identifying your qualifications and experiences relevant to the functions of this position.
4. Completed CTUIR's Supplemental Application Form if applicable.
5. High School Diploma/GED or copy of official college transcripts (if applicable).
6. Tribal and Indian preference: Must provide copy of Tribal Enrollment Card, Certificate of Indian Blood or such with Federally Recognized Tribe.
7. Veteran's preference: Must provide proof of honorable service and discharge or completed Form DD214.
8. ***Writing sample (5-20 pg. minimum) must be included with application materials. Provide Press release samples and example of presentations.***

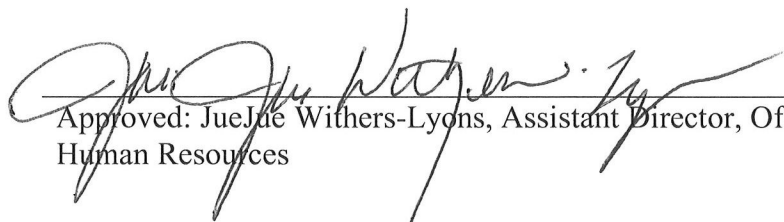
APPLICANT RESPONSIBILITY

It is the absolute responsibility of the applicant to provide sufficient evidence to show they fully meet the minimum qualification requirements. Applicants failing to meet the minimum qualifications are not granted interviews. If it is questionable as to whether an applicant meets the minimum qualifications, an interview may be granted solely to make that determination.

OBTAIN AND SUBMIT APPLICATION TO:

Confederated Tribes of the Umatilla Indian Reservation
Office of Human Resources
Staffing and Onboarding
46411 Timine Way
Pendleton, OR. 97801
Phone: (541) 276-3570 or Fax: (541) 276-9060

To be considered, application package must be post marked by the closing date.


Approved: JueJue Withers-Lyons, Assistant Director, Office of
Human Resources

9/9/2023
Date

Applicant Review and Acknowledgement

I have read the foregoing position description and understand the requirements of the position for which I am applying. I further certify that I fully meet the minimum qualifications for the position as advertised. *(Original signature must be placed on file in the employee's personnel file when/if hired for this position.)*

Applicant Signature

Date

