

The SHOSHONE-BANNOCK TRIBES

FORT HALL INDIAN RESERVATION
P.O. Box 306
Fort Hall, ID 83203



HUMAN RESOURCE DEPARTMENT
Phone: (208) 478-3856/(208) 478-3857
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JOB DESCRIPTION

TITLE: PUBLIC AFFAIRS MANAGER
DEPARTMENT: PUBLIC AFFAIRS
SALARY: \$38.06 – \$41.15 EXEC 07 – 08 DOE
OPENS: November 28, 2022
CLOSES: December 9, 2022
CAREER STATUS: **EXEMPT**– ALL MANAGEMENT BAND POSITIONS ARE SALARIED AND EXEMPT FROM OVERTIME COMPENSATION; Conditional upon successful 90-day probationary evaluation and annual budget appropriations.

Attach ALL supporting documents, including: Tribal enrollment, honorable discharge, educational attainment, professional certification, license, and other relevant documents to verify eligibility for job qualifications and preference. INCOMPLETE APPLICATIONS MAY BE SCREENED OUT.

GENERAL PURPOSE:

Responsible for assisting in the development and implementation of the Tribal Public Affairs Office goals, objectives and strategies for the Shoshone-Bannock Tribes to support and implement its core objective. Primary focus for this position will be advancing governmental affairs, media relations, promotion of the Tribes, positive communications with external entities and relationship building with key external stakeholders.

** This position requires an employee who can work in high-stress environments, must maintain high levels of confidentiality, must have a positive and professional approach, and must have excellent communication skills (verbal and writing), and can articulate on a variety of topics and issues.*

SUPERVISOR:

The Public Affair Coordinator works under the direction of the Policy Analyst, and immediate supervision and performance evaluations will be conducted by the Policy Analyst. All management positions are salaried and exempt from overtime compensation.

DUTIES AND RESPONSIBILITIES:

GOVERNMENTAL AFFAIRS:

- Plan and implement political events and legislative affairs with local, state and federal officials.

- Plan/Assist in intertribal relations by working with other Tribal staff to further the collective interest of the five tribes in Idaho, and other intertribal organizations, such as RMTLC, COLT, NCAI, ATNI, and others.
- Plan and assist in planning, coordinating and executing Tribal political and educational events, such as Legislative receptions, Treaty rights seminars, candidate forums, and other events.
- Plan/assist in identifying, building, and maintaining relationships with key external stakeholders to further the Tribes' rights and interests.
- Plan/assist in the identification and recruitment of local officials, organizations, and entities who can further the Public Affairs goals and strategies of the Tribes.
- May assist in developing briefing papers and testimony for the Fort Hall Business Council and other tribal officials;
- To provide/assist with technical assistance to tribal leadership for ongoing policy issues at external meetings, tribal consultation, and conferences.

MEDIA RELATIONS:

- This position will be responsible for enhancing and shaping the Tribal reputation through external audiences and media relation venues, and will manage public relations projects as per approved goals and strategies.
- Serve as initial point of contact for outside media.
- Maintains Tribal external website, including website content.
- Maintains all social media accounts for the Tribes.
- Consult and advise FHBC and Chairman on key media and external affairs opportunities and issues.
- Assist in developing and maintaining media communications for local and national markets.
- Will be responsible for fielding media questions and coordinating with Tribal departments to determine potential responses, which may include development of press releases, organizing press conferences, or actions as necessary.
- Manage contracts for media relations and communications.
- Monitor and manage developing news, including social media, and media opportunities.
- Coordinate with Tribal entities on marketing and advertising in accordance with approved goals and strategies, and in coordination with Tribal entities.
- Shall develop goals and strategies to promote Tribal tourism, including projects, promotions, partnerships, and working with local, regional, state and national entities.
- Develop, coordinate and disseminate press releases, press conferences and manage a database of media contacts, information packets, press releases, outgoing letters and position papers for the Office of Public Affairs.
- Track accomplishments of the Public Affairs Office.
- Shall develop and provide guidance to the Fort Hall Business Council and Tribal staff for Public Relations strategies.

COMMUNITY RELATIONS:

- Assist in developing and implementing overall communications and Public Relations strategies to manage the Tribes reputation in a positive and open manner.
- Assist and/or organize Native voters for tribal, local, state and federal elections.

- Attend key Tribal Annual, Call, and Informational meetings, community gatherings, employee meetings and district meetings (as requested by tribal council) to gauge membership sentiments, obtain feedback, and answer questions on public relations, as appropriate.
- Responsible for preparing annual reports and presentations for the Fort Hall Business Council.
- Organize promotional or community-centered events to facilitate understanding of Tribal history, political positions, rights, sovereignty and jurisdiction.
- Assist in working with Executive Director to improve organizational communication and in formulating strategies that strengthen internal government and community relations.
- Establish and maintain cooperative relationships with local communities and other groups.
- Responsible for regular administrative duties in accordance with Tribal policies and procedures.
- Shall be available afterhours, early mornings, weekends, and be available for frequent travel.
- Assist Policy Analyst as directed.
- Conduct special projects and studies as requested.

MUST MAINTAIN STRICT CONFIDENTIALITY OF ALL INFORMATION PROCESSED THROUGH THE OFFICE, INCLUDING RECORDS, REPORTS, DOCUMENTS, MEETINGS, CONVERSATIONS, ETC. A breach of confidentiality will be subject to appropriate disciplinary actions, up to and leading to termination from employment.

Conducts self with unbiased and professional mannerism that brings credit to the Tribal Government.

Performance standard shall include, but not limited to:

- Ability to maintain dependable attendance and reliability
- Efficient use of public skills to provide quality customer service
- Ability to establish and maintain effective working relationships with staff
- Ability to work independently with little supervision

Demonstrated knowledge of practices and procedures utilized in environment.

QUALIFICATIONS:

Preferred qualifications:

- Master's degree in Communications, Public Relations, Business, Marketing, or related degree.
- Five (5) years' experience in public affairs, community relations and/or strategic media relations campaign design and implementation.

Minimum qualifications:

- Bachelor's Degree from an accredited institution of higher education in Communications, Public Relations, or Liberal Arts degree or a related degree.
- Five (5) years of experience in public affairs, community relations, and/or strategic media relations.

Must possess the ability to keep Tribal information confidential.

Must have professional ability to judge potential media situations and determine how to address or advise Tribal leadership for future course of action.

Must be a confident communicator and presenter.

Must possess excellent verbal and written communication skills.

Must possess excellent organizational and planning skills.

Must have the ability to network with other external organizations.

Have a full understanding of media needs and media relationships.

Be proactive, reliable, responsible and accurate with an attention to detail.

Must be able to utilize various social media platforms, including the ability to analyze data.

Ability to work in high-stress environments, often for long hours, and on weekends.

Self-motivated with a positive and professional approach to media relations.

Must have experience with tribal government and an understanding of tribal issues and concerns.

Must have an understanding of state and federal legislative processes.

Ability to quickly establish credibility with multiple audiences and articulate clearly within tight deadlines.

Must be able to adapt quickly to change.

Project a professional attitude and appearance.

Applicants with knowledge of the Tribal Privacy Act and other laws applicable to the position are preferred.

Qualified Shoshone-Bannock Tribal Member/Indian and Veterans Preference will apply in compliance with the Shoshone-Bannock Tribes Personnel Policies and Procedures Manual.

IMPORTANT APPLICATION CRITERIA

Instructions: You must turn in all supporting documents to be eligible for this position you are applying for.

A complete application must be submitted to the Shoshone-Bannock Tribes Human Resource Department, P.O. Box 306, Fort Hall, Idaho 83203. Applications can be found online at www.sbtribes.com. Applications can be sent via email to recruitment@sbtribes.com or faxed to 208-478-3950 and are accepted until 5PM on the closing date.

Submit a copy of all supporting documents to be eligible for the position you are applying for. For example: Driver's License, Tribal ID, High School Diploma/GED, Degree or professional credentials, and other supporting documents that verify required qualifications.

Telephone calls are not accepted in place of an employment application or letter of interest.

Applicants who have a current application on file, please submit a letter of interest for each position in which you want to be considered for. The letter should address how you meet each qualification.

Preference will be given to Shoshone-Bannock Tribal member applicants who provide a copy of their tribal enrollment card. Non-enrolled members and other Indian tribal members must provide a Certificate of Indian Blood (CIB) to receive preference.

Preference points will also be given during the interview process to veterans who provide documentation of a DD-214.

Applicants being considered for employment or a political appointment must submit to a pre-employment alcohol and drug screen prior to being hired or appointed. Refusal to take the test will render the applicant ineligible for employment or political appointment.

The Shoshone-Bannock Tribes will conduct an employment background check on new employees to ensure suitability for the position applied for.