

InterTribal Buffalo Council
Marketing and Public Relations Coordinator

Position: Marketing and Public Relations Coordinator
Classification: Professional/Exempt

Summary of Duties:

The Marketing and Public Relations (MPR) Coordinator will assist InterTribal Buffalo Council (ITBC) member-tribes in developing, promoting, and implementing marketing plans for their buffalo programs along with creating an overall communication strategy for ITBC. Marketing plans will be done on a request basis for ITBC member-tribes and will be based on specific goals and objectives for each Tribe's program. Research and site visits will be used to develop marketing plans.

The communication strategy for ITBC will enhance the visibility of buffalo restoration efforts on Tribal lands. This will include promoting information exchange related to ITBC member-tribes and restoration in Indian Country through media relations and public outreach initiatives. The MPR will assist in coordinating trainings and events for ITBC. This is a full-time, permanent position.

A. DESCRIPTION:

1. Assists with marketing efforts and plans for all phases of member-tribes' buffalo programs.
 - a. Inform member-tribes of potential buffalo marketing opportunities, ranging from live animals, meat sales, and value-added products.
 - b. Research and develop pricing policies and recommend appropriate sales channels.
 - c. Identify target markets, assist with developing and presenting proposals, monitor marketing campaigns and develop new strategies and ideas.
 - d. Assist with developing strategic marketing plans and direct marketing activity as requested by ITBC member-tribes.
 - e. Assists with creation of marketing materials and media outreach for member-tribes' buffalo programs.
 - f. Maintain reports, data analysis, marketing issues and files on all member-tribes technical assistance for marketing.
2. Create an overall communication strategy for the InterTribal Buffalo Council.
 - a. Develop quarterly newsletters, in digital and print format for ITBC.
 - b. Manage and update the ITBC website and all social media platforms.
 - c. Create and manage ITBC's contact database distribution list.
 - d. Create and update public information and promotional materials and media outreach pertaining to ITBC.

- e. Assist with the development, coordination, promotion, and implementation of ITBC trainings, meetings, and all other sponsored events. This may include trade shows, seminars, and marketing campaigns.
 - f. Forms and maintains relationships with other organizations and news media outlets to promote ITBC initiatives.
 - g. Manages and responds to press inquiries and develops press releases for ITBC.
3. Performs other work as assigned.

B. SUPERVISION

Under the supervision of the Executive Director.

C. WORKING CONDITIONS

- Approximately 80% of the work is performed in a typical office environment.
- Approximately 20% of the work consists of travel to various regions for meetings and presentations.

D. EDUCATIONAL AND EXPERIENCE REQUIREMENTS

- Bachelor's degree in marketing, communications, or related field, or 5 years of work experience in a related field.
- A minimum of 1-year experience in Indian Country food systems advocacy work preferred.
- Prior experience working within Tribal communities and/or active in their own Tribal community.

E. KNOWLEDGE AND SKILLS

- Specialized knowledge of website development, communications planning and social media outreach using Facebook, Twitter, Instagram and other apps and platforms.
- Knowledge and sensitivity of Tribal sovereignty, Tribal government issues, and reservation communities.
- Proficient oral and written communications, and ability to interact with all levels of Tribal, Federal, and State governments, academia, special interest groups and the general public.
- Working knowledge of effective marketing strategies in the food, agriculture, and value-added industries.
- Effectively plan and organize work activities and prioritize task completion to meet schedules and deadlines.

F. COMPENSATION AND BENEFITS

- DOE
- Benefits to be discussed at time of offer.

ITBC IS AN EQUAL OPPORTUNITY EMPLOYER WITH PREFERENTIAL HIRING OF AMERICAN INDIANS

Please send a resume, cover letter, and three references to:

**InterTribal Buffalo Council
520 Kansas City Street, Suite 300
Rapid City, SD 57701**

Or email to admin@itcbuffalonation.org

3/15/22 – JOS