

National Indian Health Board



June 2021

Immediate Opening

Social Media Communications Specialist National Indian Health Board

About the Organization

The National Indian Health Board (NIHB) is the nation's premiere leadership organization in Tribal policy and advocacy around health systems and appropriations, public health, behavioral health, policy analysis, and communications. This dynamic non-profit organization was created by the Tribes in 1972 to serve as the national, unified voice of the Tribes to elevate concerns and innovations around health to the highest levels of law and policy makers. NIHB also provides critical health information to Tribes, technical assistance and programming and serves as an education and outreach bridge to media, philanthropy, and external audiences. NIHB makes an impact on the health of American Indians and Alaska Natives (AI/ANs) as we serve all 574+ federally recognized Tribes. We passionately strive to hold the federal government accountable to uphold its trust obligations to the Tribes for health and health systems, behavioral and public health services and capacities. NIHB serves Tribes that run their own health systems through compacting and contracting as well as those that receive their care directly from the Indian Health Service. Learn more about NIHB at www.nihb.org.

NIHB's [Public Health Policy and Programs \(PHPP\)](#) is the largest and fastest growing Department within NIHB, PHPP provides national leadership in the Tribal public health space. We are dedicated to creating impact through conducting culturally-informed policy, budget analysis and advocacy to promote, build and sustain Tribal public health. Our program work is responsive to Tribal community needs and is grounded in making maximum impacts toward reclaiming healthy Native communities and individuals and celebrating, supporting and sustaining healthy Native youth.

Position Summary:

NIHB seeks an experienced and effective Social Media Specialist to join the PHPP Department to manage a range of social media responsibilities including content creation and coordination, reporting and analytics, and social community engagement across all NIHB's social media platforms, including [Facebook](#), [Instagram](#), [Twitter](#), and TikTok. Specialist will work closely with PHPP staff to create culturally-tailored content related to NIHB's Tribal public and behavioral health programs and events. Specialist will strategize and execute communications plans and calendar for Tribal public health programs and campaigns designed in collaboration and coordination with the Communications Department. The successful candidate should be tech savvy, well-versed with social media platforms, and knowledgeable on building audience engagement using SEO and ROI tools. This position requires excellent writing and organization skills as well as attention to detail.

As part of a whole team approach, the Specialist will work in teams with NIHB staff members to assist in planning and hosting policy and program events. This may include creation and

dissemination of social media marketing and development materials. This includes the NIHB Annual Tribal Public Health Summit and Annual National Tribal Health Conference.

This is a full time, Washington DC-based position; some travel will be required.

Candidate should provide samples of writing for social media, campaigns, or websites.

Required qualifications include, but are not limited, to the following:

- BS/BA in Communications, Marketing, English, New Media, Public Relations, or related field.
- Quick study and able to see connections and opportunities to move Mission forward, get things done with messaging.
- Demonstrated experience managing both paid and organic social media campaigns.
- Strong understanding of the different social media channels, their culture and community.
- Experience analyzing social media engagement data to provide data-driven insights and recommendations.
- Video creation, script writing and editing experience.
- Adequate knowledge of web design, web development, CRO and SEO. Knowledge of Adobe Creative Cloud tools, specifically InDesign and Photoshop, MS Office, and related business and communication tools.
- Knowledge of online marketing and good understanding of major marketing channels.
- Experience with Tribes or national Tribal serving not-for-profit organizations is required.
- Excellent written and verbal communication skills, proofreading, and attention to detail.
- Works well under pressure and meets tight deadlines.
- Strategic, collaborative, and creative mindset to achieve results.
- A portfolio of work available for review.

This is a grant-funded position: Employment is contingent upon funding availability.

HOW TO APPLY: Interested candidates must include the following to be considered:

1. Your current resume
2. Your cover letter specific to the position for which you are applying, including why you confident that you would be a good fit for NIHB and the amazing work we do

Send your resume and cover letter to: jobs@nihb.org. Include in the Subject Line: Your last name and the title of the position for which you are applying.

Position will remain open until filled.

Equal Opportunity Employer: NIHB is an equal opportunity employer and does not discriminate on the basis of color, race, religion, national origin, political affiliation, marital status, disability (physical or mental), age, sex, gender identity, sexual orientation, genetic information, status as a parent, membership or non-membership in an employee organization, veteran status, or any other non-merit factor.

Salary and Benefits: Salary is commensurate with qualifications and experience. NIHB offers an excellent benefits package (including, but not limited to, health benefits, 401(k) plan, annual and sick leave, federal holidays).