



MEDIA & COMMUNICATIONS SPECIALIST

American Indian Cultural District – December 13th, 2022

Application Deadline: January 25th, 2023

To Apply: Email your resume and cover letter to Sharayas@americanindianculturaldistrict.org

Founded on March 31st, 2020, the American Indian Cultural District (AICD) is the first established Cultural District of its size in the United States dedicated to recognizing, honoring, and celebrating the American Indian legacy, culture, people, and contributions. We serve the greater American Indian community by utilizing placemaking and place keeping initiatives to preserve and celebrate our unique cultures, acting as a collective to strengthen our voices and increase our visibility, and through advocating and creating community-strengthening policies aimed at equitable resource access, funding, and opportunities for American Indian people in San Francisco.

AICD is currently seeking a part-time Media & Communications Specialist. Reporting to the Executive Director & the Director of Community Development this person is responsible for developing subject matter on AICD's social media platforms, monthly newsletter, and web page. This position will play a critical role in supporting the mission and vision of the American Indian Cultural District by building out our day-to-day social media presence and helping us manage our newsletter and online platforms so we can connect and increase the visibility of American Indian events, news, and initiatives in the Cultural District and the City. This position is expected to work between 10 to 20 hours per week and can be hybrid with occasional in person meeting requirements. To learn more about AICD and our social platforms visit: <https://americanindianculturaldistrict.org>

Responsibilities:

- Manage all aspects of our social media, webpage, and newsletter content development
- Serve as the principal writer to provide daily and or weekly updates on our webpage and social platforms on important and urgent information, events, and initiatives
- Outreach to local organizations to establish clear lined of communication and build a timeline and a process for gathering and posting meaningful content aligned with our vision and strategic goals
- Monitor various platforms for news, updates, and events
- Manage communication assets including flyers, photos, or other marketing and media materials
- Work with staff to build out a media marketing campaign and marketing materials for the AICD Indigenize SF Project, Town Halls, Community Feedback, and other events and initiatives as needed
- Attend internal/external meetings and/or events occasional weekend and evening events as needed
- Ability to quickly learn platforms such as Canva, Sqaurespace, and Mailchimp
- Work with staff to build out a media marketing campaign and marketing materials for the AICD Indigenize SF Project, Town Halls, Community Feedback, and other events and initiatives as needed
- Provide weekly status updates on assigned projects and monthly program status reviews

Qualifications:

- Values alignment with American Indian Cultural District mission, vision, and goals
- Knowledge and or willingness to build an understanding of American Indian culture and value systems and experience working with the American Indian community
- A high degree of integrity and sensitivity to racial, gender, social, and cultural diversity
- Experience with managing social platforms such as Twitter, Instagram, Youtube, LinkedIn, Facebook, Pinterest, TikTok
- Exemplary understanding of the nuanced messaging required for various audiences and distribution channels
- Strong interpersonal, written, and verbal communication skills
- Ability to perform necessary research on emerging and current issues as needed
- Availability to attend events and urgent planning meetings during the evening/weekend as needed
- Demonstrated ability to achieve strategic objectives and openness to learning and supervisor feedback
- Must maintain a high level of flexibility and responsiveness
- Ability to take appropriate initiative and be productive working collaboratively or independently
- Must be organized with high attention to detail in composing, typing, and proofing
- Ability to multi-task, prioritize and follow-through to effectively manage workflow in a fast-paced multi-project environment
- Excellent listening skills, patience to appreciate and reflect on a variety of diverse viewpoints, peacefully navigate conflicting points of view, flexibility, and social emotional intelligence
- Ability to communicate clearly and effectively with senior leaders and external partners
- A minimum of two years of work or equivalent experience related to one or more areas: media, communications, marketing, coordination, community, and or cultural work
- Ability to be flexible as job duties are subject to change to meet the needs and demands of a fast-paced environment and small team of staff
- AICD fosters a creative and professional environment that reflects the diversity of San Francisco and the Bay Area. We actively recruit a wide pool of applicants representing dimensions of difference that include — but are not limited to — age, national origin, ethnicity, race, religion, ability, sexual orientation, gender or political affiliation

Salary: \$25.00 – \$30.00 an hour based on experience and qualifications. This is a part-time role; the hours will vary between 10 to 20 hours per week. The role can be done mostly remote with the expectation of occasional onsite meeting and event requirements.