

**Lapwai Middle High School
Lapwai, Idaho**

Job Description

Job Title:	Media Specialist - Community Engagement and Grant Awareness
Department:	Indian Education Demonstration Grant Project
Reports To:	Project Director
Salary Schedule:	Paraprofessional

FLSA: Non-Exempt

Overview: As a Media Specialist focusing on community engagement, your primary responsibility is to support and enhance awareness of Native American grants, specifically the NYCP (Native Youth and Culture Fund) and ACE (Advancing Cultural Equity) programs. You will utilize various media channels, materials, presentations, and events to amplify the reach and impact of these initiatives. This role requires a blend of media expertise, community engagement skills, and a deep understanding of the Native American community and cultural landscape. This role is pivotal in promoting the positive impact of Native American grants and fostering community engagement. The successful candidate will play a key role in amplifying the organization's commitment to cultural preservation and equity.

Key Responsibilities:

Media Strategy and Execution:

1. Develop and implement a comprehensive media strategy to promote Native American grants, emphasizing NYCP.
2. Create engaging content for social media platforms, ensuring alignment with the organization's goals and values.
3. Coordinate with graphic designers, videographers, and content creators to produce compelling multimedia materials.

Community Engagement:

4. Foster relationships with Native American communities, tribal organizations, and cultural influencers to build trust and facilitate effective communication.
5. Collaborate with community leaders to understand specific needs, concerns, and interests related to the grants.

Grant Awareness Campaigns:

6. Design and execute campaigns to raise awareness about programs, utilizing a mix of online and offline channels.
7. Organize and facilitate informational sessions, workshops, and webinars to educate communities about the application process and grant benefits.

Event Coordination:

8. Plan and execute events that showcase the impact of Native American grants, including conferences, cultural/community events, and grant recipient showcases.
9. Collaborate with internal and external partners to ensure successful event planning and execution.

Media Monitoring and Reporting:

10. Monitor media coverage and public sentiment related to Native American grants, providing regular reports to measure the success of awareness campaigns.
11. Analyze data and feedback to make informed recommendations for continuous improvement.

Qualifications:

1. Para-professional with two (2) years successful experience in communications, media studies, public relations, or a related field.
2. Two (2) years completed college experience with a minimum 2.5 G.P.A.
3. Must complete a background check.
4. Strong understanding of Native American cultures, traditions, and community dynamics.
5. Proven experience in media strategy development and execution, with a focus on community engagement.
6. Excellent written and verbal communication skills.
7. Familiarity with social media platforms and content creation tools.
8. Ability to work collaboratively with diverse stakeholders, both internal and external.
9. Event planning and coordination experience is a plus.

Attributes:

1. Cultural Sensitivity: Respect and understanding of Native American cultures and traditions.
2. Creativity: Ability to develop innovative and engaging content and campaigns.
3. Communication Skills: Effective in conveying complex ideas in a clear and compelling manner.
4. Collaboration: A team player who can work seamlessly with diverse groups of people.
5. Adaptability: Comfortable navigating a dynamic and evolving work environment.