

LAC VIEUX DESERT HEALTH CENTER

HUMAN RESOURCES

P.O. Box 9, N5241 US HWY 45 Watersmeet, MI. 49969
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JOB VACANCY

POSED: 11/11/2020 - Until Filled

POSITION: **Communications/Marketing Specialist**

LOCATION: **Lac Vieux Desert Health Center, Watersmeet, MI**

SUPERVISOR: **(IT) Information Technology Manager**

EMPLOYMENT: **Contractual**

SALARY/PAY RATE: **15.00 – 20.00 per hour**

DESCRIPTION:

This position is an exciting opportunity for someone who is an energetic self-starter, who is creative, artistic and enjoys managing multiple projects. The Marketing Specialist will work under the immediate supervision of the IT Manager. The Marketing Specialist is tasked with a broad variety of out bound related marketing activities related to COVID-19 publications and outreach. The candidate will be expected to manage creative projects and events from concept to completion with guidance from the IT Manager.

RESPONSIBILITIES:

- Prepare and manage timelines for marketing projects.
- Conduct market research to find answers about consumer requirements, habits and trends.
- Brainstorming and developing ideas for creative marketing campaigns.

- Design, create and manage marketing production related efforts such as promotional items, printed, and multimedia and direct mail pieces.
- Ensure that all creative marketing materials undergo IT Manager review.
- Deliver create marketing concepts, scripts and storyboards for briefs supplied.
- Identify new and innovative means of marketing COVID-19 publications and outreach.
- Develop strategic marketing links through marketing partners, YouTube, Facebook, Twitter and community organizations.
- All other duties as assigned.

MINIMUM QUALIFICATIONS:

- Must possess a high school diploma or equivalent.
- 3-5 years of Marketing experience preferred.
- Must be able to communicate professionally and effectively, verbally and in writing.
- Willingness and ability to insure confidentiality in all areas of work.
- Must be self-motivated and able to work with little direction.
- Ability to ensure timely completion of assignments and ability to work to meet deadlines.
- Must have Excellent computer skills, at a minimum candidate must have working knowledge of Adobe InDesign, Photo Shop, Microsoft Office, Power Point, etc.
- Must be punctual when reporting to work, during breaks, and attending meetings.
- Ability to meet deadlines and/or targets.
- Driving creativity and a strong eye for detail.
- Ability to brainstorm and develop ideas for creative marketing campaigns.
- Knowledge of social trends and commercial awareness.

Preference will be given to qualified individuals of American Indian descent.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed, as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Management retains the right to add or to change the duties of the position at any time. Must be able to pass a pre-employment drug screen and applicable background checks related to the position. The Lac Vieux Desert Tribe will provide preference to all qualified Native Americans in employment and training opportunities.

Date Approved by the Tribal Council: 10/28/2020