

## **POSITION DESCRIPTION**

**POSITION TITLE:** **Communications Specialist (Full-time)**  
**LOCATION:** Remote: on or near the Navajo Nation  
**REPORTS TO:** Executive Director  
**SALARY:** \$68,000-\$70,000 plus Benefits  
**CLASSIFICATION:** Exempt



## **MISSION**

Diné C.A.R.E.'s mission is to advocate for our traditional teachings by protecting and providing a voice for all life within and beyond the Four Sacred Mountains. We promote regenerative and sustainable uses of natural resources consistent with the Diné philosophy of life.

## **JOB DESCRIPTION**

The Communications Specialist (CS) will develop and implement a communications strategy that strengthens current environmental justice narratives for our organization and ensures that our communication strategy promotes the retirement of fossil fuels, prevents new resource extraction and advocates for the remediation and clean-up of fossil fuel operations and waste across Navajo Nation lands, adjacent states, and jurisdictions. The CS will support all Diné C.A.R.E. programs, preparing content for publication across diverse platforms, assisting with traditional media outreach, and performing administrative tasks to maintain internal communications workflows. The CS will work in collaboration with Diné C.A.R.E. staff and with partner organizations to develop strategies to communicate our organizational position. The CS is able to target and influence key Diné audiences and decision-makers through various communication mediums such as press events, social media and publicity events. The CS will keep the organization aware of program activities and will meet regularly with the Executive Director.

## **JOB RESPONSIBILITIES**

- Develop comprehensive strategic communications plan to support Diné C.A.R.E.'s vision, mission, and program objectives.
- Collaborate with Diné C.A.R.E. staff in creating content to mobilize Navajo Nation members and other New Mexico, Arizona, and Utah community advocates to participate in public agency processes; providing public comments before tribal, state, and federal officials.
- Develop talking points, letters to the editor, OP EDs and other communications priorities.
- Serve as a press contact for media inquiries.
- Develop and manage public relations print and online materials.
- Manage and hire support contractors to implement our comms strategy as approved via a communications budget, as directed by the Executive Director.
- Assist staff by providing public speaking, social media coaching and training.
- Compile data to analyze and report to staff on the impact of communications.
- Maintain our website, social media, newsletters and other publicity output as needed.
- Manage and upgrade communications tools as needed.

- Document decision-maker statements and prepare media content that supports campaign objectives.
- Develop protocols to deal with incidents or issues that potentially attract negative media attention with an ability to respond quickly.
- The CS will manage and supervise communication vendors as needed.
- Work as a team player and support all Diné C.A.R.E. initiatives, programs, and projects.
- Participate in and report back to Diné C.A.R.E. on coalition and partner meetings.
- Represent Diné C.A.R.E. in public meetings and events, promoting campaign initiatives and programs.
- At times participate in Navajo Nation Chapter meetings, Council Delegate committee meetings, and other relevant department and agency meetings.
- Collaborate with other Diné grassroots, partner organizations, coalitions, and allies.
- Anticipate and resolve operational and administrative issues that relate to communications.
- Research and analyze pertinent environmental justice, energy, and climate materials, articles, and studies.
- Assist in fundraising efforts by participating in donor recruitment and grassroots fundraising events.
- Assist with posting social media updates.

### **IDEAL CANDIDATE**

The Communications Specialist is a team leader, effective communicator, skilled and strategic writer that is experienced in crafting communications strategies and narrative change that aligns with our organizational objectives. You are energetic, creative, and enthusiastic about promoting environmental justice. You possess exemplary interpersonal skills, able to collaborate with diverse teams, manage internal and external communications, and foster a positive work environment. You inspire and guide the organization in their communications. In working remotely, you are highly dependable, organized, and able to meet deadlines.

### **COMMITMENT TO SHARED VALUES/CHARACTERISTICS**

**HONORS CULTURE:** Grounded in Diné tradition with our Tádííín.

You are knowledgeable of and will honor the Diné way of life and traditional teachings.

**COSMOS FOCUSED:** Defend all life because all life forms have rights.

You acknowledge the Diné teachings of Ké and that we are related to all living lifeforms, and seek a balance of Hózhó in all aspects of life. You have the capacity to see the big picture.

**PROTECTOR:** Works to protect Diné Bikéyah for future generations. You possess an understanding that all current actions impact future generations. You are a highly skilled professional with credibility in and knowledge of the field of environmental issues and have demonstrated a commitment to diversity and social justice.

**TEAM LEADER:** Knowledgeable and experienced in taking ownership of challenges and are able to lead a team in a respectful and trusting manner. Excellent relationship-building skills.

**COMMUNICATOR:** Speak with the understanding that our words carry the power of prayer. You are able to present compelling presentations, delivering the educational

information necessary when debating and advocating for Diné Bikéyah. You are able to address community members, tribal officials and other leaders in a respectful manner, always focused on advocating for Diné C.A.R.E 's goals.

**SOCIALLY & EMOTIONALLY INTELLIGENT:** Reverence for the interconnectedness of all life. As an organizer, you lead and encourage others to focus on strengths to accomplish team goals. Ké relationships are the model of relationship building in such a way to promote trust and respect with others.

**GOAL ORIENTED:** Know that the decisions we make today impact future life. Your work activities are focused on identified objectives and goals always working toward completing timelines, specifically those identified in Diné C.A.R.E.'s Strategic Plan.

**PROBLEM SOLVER & SOLUTION FOCUSED:** You have a strong ability to assess, review and forge pragmatic solutions in environments characterized by ambiguity and complexity – planning, prioritizing, and executing work in a proactive fashion for the benefit of the organization. You also are solution focused when conflict arises.

### **QUALIFICATIONS**

1. Bachelor's degree required. Master's degree preferred.
2. Two years or more experience in the climate science, renewable energy and/or environmental fields preferred.
3. Two years or more experience in social justice or environmental justice campaigns and movement building preferred.
4. Two years or more of experience in strategic communications planning and narrative change.
5. Two years or more of experience in project management and strategic planning skills required.
6. Proficiency in content creation and strategic messaging and storytelling.
7. Proficiency in crisis communication and issue management.
8. Proficiency in public relations tactics.
9. Experience in communicating effectively with a Diné audience.
10. Excellent writing, editing, and communication skills.
11. Strong attention to detail.
12. Proficiency in media relations and press release writing.
13. Proficiency in public speaking and presentation skills.
14. Demonstrate creative thinking and adaptability.
15. Effective persuasion skills.
16. Demonstrated commitment to the principles and priorities of Diné C.A.R.E.
17. Diné C.A.R.E. strongly encourages Diné applicants, who have strong connections to tribal communities. All applicants must demonstrate the cultural competence needed to work with our diverse Diné communities and stakeholders. We adhere to the Navajo Nation Preference in Employment Act.
18. Must have basic conversational Diné language skills.
19. Must have knowledge of historical root causes of environmental inequities and current Navajo institutions.
20. Understanding of governmental processes that exist in Navajo chapters, Navajo Tribal government, county, state and federal levels.
21. Accurate and quick to assess problems, strategize solutions and lead the team through problem-solving processes.
22. Must meet deadlines and deliver work on a timeline, including monthly reports.
23. Experience contracting and managing contractors/consultants.
24. Demonstrate analytical and critical thinking skills; develop and present

- recommendations with supporting rationale.
25. Ability to connect multiple perspectives through a holistic approach in order to reach consensus and develop strategies that balance team needs.
  26. Possess conflict resolution skills and is solution focused.
  27. Demonstrate commitment to social and environmental justice principles and be able to work with diverse constituencies, regardless of race, gender, sexual orientation, national origin or immigration status.
  28. High level of professionalism and exceptional interpersonal skills.
  29. Proficiency in MS Office Suite (Word, Excel, PowerPoint).
  30. Proficiency in web-based collaboration and/or virtual meeting platforms (Zoom, etc.)

**TRAVEL:**

Must have reliable transportation to travel in the Southwestern region. The position requires travel statewide and nationally, as needed.

1. Must possess a valid driver's license and possess current insurance.
2. Must be willing to authorize a background and criminal history check.

**TO APPLY**

Send your completed job application documents (letter of intent, resume, and Diné C.A.R.E employment application) to [hire@diné-care.org](mailto:hire@diné-care.org) by **December 20, 2024.**