

BAD RIVER BAND OF LAKE SUPERIOR TRIBE OF CHIPPEWA INDIANS

CHIEF BLACKBIRD CENTER

P.O. BOX 39

ODANAH, WI 54861

Job Title: Media Content Specialist
Department: Information Technology (IT)
Hourly Rate: Negotiable *(Depending on Qualifications)*
Full Time: 40 Hours/Week
Exempt: No/Hourly
Supervisor: IT Director
Posting Date: *In-House*
Opens: March 9, 2023
Closes: March 16, 2023, at 4:30 pm



Posting Date: **Public**

Opens: March 23, 2023

Closes: April 13, 2023, at 4:30 pm

Summary: The Web Content Writer will help manage the day-to-day operation of the Tribe's website; will focus on writing, photography, and design assignments; must be enthusiastic about the tribal website work and bring positive energy to the job.

The Web Content Writer will research new leads and contacts, write, or compile sections of the web; cover events for the tribe/website as assigned. Will be responsible for data entry, answering phones, and assigned correspondence. The Web Content Writer will help train others on using the Tribe's website and social media. Must be able to perform other duties as they are assigned.

Essential Duties and Responsibilities include the following:

- Research and prepare content for publication online and in print.
- Organize writing schedules to complete drafts of content or finished projects within deadlines.
- Utilize industry best practices to create web content that aligns with Tribe's mission and strategic plan.
- Develop related content for multiple platforms, including websites, email marketing, product descriptions, videos, and blogs.
- Communicate and cooperate with a writing team.
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results.
- Must be able to work flexible hours, such as nights, weekends, holidays, and under emergency circumstances.
- Other duties as assigned.

Qualification Requirements: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

Required:

- High School Diploma or its equivalency.
- Proven record of excellent writing demonstrated in a professional portfolio
- An impeccable grasp of the English language, including idioms and current trends in slang and expressions
- Ability to work independently with little or no daily supervision

Other Skills and Abilities:

Required:

- Experience with using Weebly/Canva content management software
- Experience with using a digital camera and editing digital pictures
- An understanding of keywords and meta tags - Ability to write web page titles, meta tag descriptions, alt tags for images, etc.
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Ability to work on multiple projects with different objectives simultaneously
- Must possess knowledge of Native American issues, and knowledge of the uniqueness of the Bad River Tribe.

Background Check:

- This position is contingent on the ability to pass a required background check.
- This is not a required driver position; however, will check to see if has a valid Wisconsin driver's license and meets eligibility for tribal insurance.

Language Skills:

- Have strong verbal and written communication skills.
- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management

Reasoning Ability:

Ability to interact with the clients/employees, tribal programs, and other agency personnel with objectivity and courtesy.

Physical Demands: The physical demands described here are representative of those that must meet by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Sedentary work with some standing and walking required. Occasional lifting up to 25lbs.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Drug-Free Workplace in accordance with the Drug-Free Workplace Act of 1988, P.L. 100-690 and the Bad River Tribe's Employee Policy & Procedures Handbook. Indian Preference will be given in accordance with P.L. 93-638 and the Tribe's Preference Policy.

Send Application and Resume To:

Bad River Tribe

Attn: Human Resources

P.O. Box 39

Odanah, WI 54861

<http://www.badriver-nsn.gov/>

Application material may also be emailed to:

HRmanager@badriver-nsn.gov

HRassistant@Badriver-nsn.gov