



Job Title: Creative Content Manager
Department: Communications
Reports to: Communications Director
FLSA Status: Exempt
Salary Grade: \$31.39-\$43.95
Location: Coos Bay/North Bend

This position is a covered position as defined in the Coquille Indian Tribe Chapter 185 Child Protection Ordinance. Candidate must pass a pre-employment drug screen and Criminal and Character Background Check.

SUMMARY OF MAJOR FUNCTIONS

Under the direct supervision of the Communications Director, the Creative Content Manager is responsible for developing, implementing, and overseeing a cohesive creative strategy that aligns with and enhances the Tribe's brand identity. This role is central to promoting the Tribe's mission, culture, and initiatives through compelling visual and written content. The Creative Content Manager will lead in the creation of a variety of media to facilitate communication with tribal members, tribal families, employees, and occasionally the general public.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. In conjunction with the Communications Director, develop and implement a consistent creative direction for all communications, ensuring alignment with the Tribe's values and identity.
2. Maintain and evolve brand guidelines, ensuring cohesive visual and messaging standards across platforms.
3. Oversees the creation of all effective and engaging content, ensuring consistency with the Tribe's brand identity.
4. Drives innovation in creative processes and content development.
5. Manages multiple creative projects, ensuring they are completed on time and within budget.
6. In conjunction with the Communication Specialist, develop, monitor, and update web content across all digital platforms. Ensure all information is current, accurate, and functional. Provide technical support as needed.
7. Track, analyze and report on web and digital performance metrics; use data to optimize content and strategy. to enhance user experience.
8. Design engaging graphic content for digital and print media including brochures, newsletters, social media, email campaigns, website graphics, and event collateral. Assist the Communications Director in planning and executing comprehensive communications strategies and campaigns.
9. Collaborate with other departments across the organization to understand communication needs and develop creative materials that support program goals.
10. Administer and moderate and post to all CIT social media accounts to ensure accounts are conforming to the organizational expectations and the platform's unique best practices.
11. Provides photography and videography for events and project production.

12. Conduct interviews as necessary for printed newsletter, in coordination with the Tribe's newsletter editor.
13. Recognize the necessity of maintaining proprietary and confidential information in all communications, while maintaining the assumption that all communications will be considered "on the record."
14. Other duties as assigned.

The above statements reflect the general duties considered necessary to describe the principal functions of the job as identified and shall not be considered as a detailed description of all the work requirements that may be inherent in the job.

PHYSICAL REQUIREMENTS

Requires the ability to communicate orally, repetitive movement of the wrists, hands and/or fingers, and sitting for extended periods of time. Requires occasional standing and walking; climbing or balancing; and stooping, kneeling, crouching, or crawling. Work involves occasional exposure to excessive noise.

Work is generally performed in an office setting with occasional work outdoors. Evening and/or weekend work may be required. Will often be required to travel by automobile, commercial or private carrier. Local travel is frequently required, statewide and national travel is occasionally required. The individual must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others.

KNOWLEDGE, SKILLS, AND ABILITIES

Individuals must possess the following knowledge, skills and abilities or be able to explain and demonstrate that they can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

1. Excellent oral and written communication skills with strengths in team building, and cooperative problem solving.
2. Ability to consistently convey a pleasant and helpful attitude by using excellent interpersonal and communication skills to control sometimes stressful and emotional situations.
3. Ability to foster an inclusive workplace where diversity and individual differences are valued and leveraged to achieve the vision and mission of the Coquille Indian Tribe.
4. Ability to make decisions independently in accordance with established policy and procedures.
5. Ability to exercise excellent organization, time management, analytical and problem-solving skills.
6. Proficient knowledge of website UX, analytics, and reporting.
7. Proven ability to plan, run, measure, and report on multi-channel campaigns.
8. Must have acute attention to detail and demonstrate effectiveness in managing multiple work assignments simultaneously, often under strict deadlines. Work accuracy is essential. Works independently, shows initiative and takes ownership of all projects and assignments to achieve positive results.
9. Excellent communication skills, including proficiency with common U.S. publication styles and copywriting styles as they pertain to each platform.
10. Excellent computer literacy, including proficient working knowledge of Adobe Creative

Suite, MS Office, WordPress, and Elementor (Experience with Content Management Systems, HTML, CSS and Photoshop)

11. Proficiency with Facebook and Instagram business suites and best practices (other social media is a plus.)
12. Proficiency with Canon camera and related gear
13. Video editing with Adobe Premiere
14. Able to ensure good public relations by maintaining a cooperative and considerate attitude toward others.
15. Ability to maintain confidentiality; a breach of confidentiality is grounds for immediate dismissal.
16. Strong organizational skills and attention to detail.
17. Ability to work cooperatively with other departments to accomplish assigned tasks; ability to develop good working relationships with other departments in the organization.

QUALIFICATIONS

1. Bachelor's degree in Communications, Journalism, Graphic Design, Visual Arts, Marketing, or related field and five years' experience in creative content development or brand management required. A combination of education and work experience may be considered.
2. Experience with content management systems (e.g., WordPress), social media platforms, and analytics tools (e.g., Google Analytics) required.
3. Strong interpersonal skills and the ability to work collaboratively with internal teams and external partners.
4. Deep understanding and appreciation for Native American culture and tribal governance is highly desirable.
5. Demonstrated experience in website design, website management and web graphic design required.
6. Strong understanding of design principles, branding, and marketing strategies.
7. Strong working knowledge of relevant software (including Microsoft Office Suite and Adobe Suite) and working experience with various social media platforms required.
8. Current and valid Oregon driver's license in good standing is required, with no insurability issues as determined by the tribe's insurance carrier.