Change Labs is a 501(c)(3) non-profit organization supporting and enabling Native American entrepreneurship and economic diversity on tribal lands. We create innovative tools and resources that address the unique needs of Native American small businesses. Our team is dynamic, close, and expected to contribute to all aspects of the business operations and organizational development.

Communications and Brand Manager (CBM)
Reporting to the Executive Director, the CBM will guide and execute the strategy for all communications -- print and online -- and public relations messages and collateral to consistently articulate Change Labs’ mission. The position comes with great responsibility, as our CBM is accountable for public perception of Change Labs. The CBM must understand the importance of timing and setting, responding to challenges and setbacks, and ensuring that information released is consistent with the strategy at large.

The CBM will ensure that Change Labs is viewed as the go-to resource, disseminator, and conduit of information for Native American entrepreneurship within the community of business owners and funding organizations across Northern Arizona and Western New Mexico. The CBM will work closely with program leadership as the communications partner on each program.

The CBM will take on the following responsibilities:

- Develop, implement, and evaluate the annual communications plan in collaboration with the Change Labs leadership team.
- Envision, plan, and lead the creation of online content that engages audience segments and leads to measurable action. Decide to whom, where, and when to disseminate.
- Manage the development, design, production, distribution, maintenance, and quality control of all print and electronic collateral including, but not limited to, newsletters, our annual report, brochures, the Change Labs website, and our subsidiary sites (RezRising.org and BuildNavajo.org).
- Coordinate website content maintenance—ensure that new and consistent information (article links, stories, and events) are posted according to a defined schedule.
- Track and measure the level of engagement and overall effectiveness of communications and ads with our target audience over time using analytical tools.
- Coordinate and organize meetings with our target audiences to ensure understanding of needs and messaging that will resonate with our audience.
- Build and maintain strong relationships with reporters, manage all media contacts, develop and strengthen our network of online influencers and social media champions, and disseminate press releases and pitch stories to increase brand awareness and reach.
- The CBM will keep a list of marketing contacts so that he/she can source, hire, and directly manage marketing vendors (web development, app stores, photographers, etc) to support communications. The CBM will be responsible for ensuring high quality outputs from all vendors.
- Oversee a communications budget and manage funds within 10% of the budget.
Change Labs seeks an energized and self-motivated individual with experience successfully managing his/her own social media following, campaigns, or published communications. The CBM is expected to cover all aspects of communications and marketing, such as website content, newsletters, donor communications, and social media (Twitter, Facebook, Instagram). The CBM is expected to devise a content strategy, and pull stories, anecdotes, and visuals for content from Change Labs team members, entrepreneurs in our programs, and key stakeholders. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

Specific requirements include:

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) or commitment to learning Adobe tools.
- Proficiency in managing WordPress and Squarespace web platforms or commitment to learning both tools.
- Graphic design background or understanding of graphic design principles.
- Experience using Google products -- Analytics, Ads, etc. -- to increase visibility, or a commitment to building this capacity.
- Ability to develop high-quality and engaging written and visual content for a variety of mediums (social media, print, online).
- Highly collaborative style; experience developing and implementing communications strategies.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Relationship builder with the flexibility and finesse to "manage by influence."
- High energy and maturity matched with strong organizational skills with the ability to position communications discussions at both the strategic and tactical levels
- Willing and eager to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Flexibility in working hours. This is not a 9 to 5 job, but it is a 40-hour work week. You may need to travel to collect stories, work in the evenings to attend events, etc.

To apply:
Submit resume, contact information, three writing samples, and five samples of your visual communication abilities to heather@nativestartup.org. This job posting will remain open until a candidate is selected.

Salary:
$46,000 per year with health plan stipend, 401k plan, vacation days, holidays, and disability benefits.
Location:
Tuba City, Arizona

Start of role:
As soon as possible, but dependent on candidate availability.

Change Labs is an equal opportunity employer. We work actively to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.