



The National Native American Boarding School Healing Coalition

Title: Digital Content Manager

Job Type: Full-Time

Salary: \$60,000-\$75,000

Location: Remote, in the U.S.

Applications Due: June 5, 2023

POSITION OVERVIEW

If you have a passion for Native storytelling, and want to make an impact on Native lives, we encourage you to apply for this position. The National Native American Boarding School Healing Coalition (NABS) is seeking a skilled and experienced Digital Content Manager to develop and make available our public facing digital content. The successful candidate will be responsible for creating, managing, and distributing engaging content across various digital channels, including our website, social media, email campaigns, and other digital platforms. The Digital Content Manager will work closely with and report to the Communications Director.

ABOUT US

The National Native American Boarding School Healing Coalition (NABS) is boldly leading the movement for truth, justice and healing for Indigenous peoples impacted by U.S. Indian boarding schools. We are Indigenous-led with 100% of the Board of Directors and Officers being Native American and Alaska Native.

- We are a coalition of 811 members and growing, including Tribal Nations, Tribal enrolled individuals, allies, and organizations.
- We use our coalition voice to educate others about the truth of the Indian boarding school policies, experiences, and genocidal legacy.
- We expose the truth about Indian boarding schools through research and education.
- We lead action towards justice and healing for our children, families, and communities.
- We advocate for accountability through policy change at all levels, including the call for a federal Truth and Healing Commission on Indian boarding schools.
- We make resources available to raise awareness and support healing from the intergenerational trauma Native peoples continue to experience.
- We are publicly launching the National Indian Boarding School Digital Archive (NIBSDA) this year, a first-of-its-kind Digital Asset Management System capable of organizing and displaying historical boarding school records and materials for every identified boarding school institution.

DIGITAL CONTENT MANAGER

Key Responsibilities:

- Develop and execute a comprehensive digital content strategy that aligns with the organization's goals and objectives

- Create and manage engaging and high-quality content across various digital channels, including but not limited to the company's website, social media, email campaigns, and other digital platforms
- Develop and maintain an editorial calendar to ensure timely and consistent delivery of content
- Collaborate with various departments to identify content opportunities and develop content that resonates with target audiences
- Optimize content for search engines and other digital platforms to increase visibility and engagement
- Monitor and analyze digital content performance metrics, and adjust the strategy and tactics accordingly
- Assess effectiveness of digital content and channels
- Stay up-to-date with industry trends and best practices in digital content creation and distribution

WHAT YOU BRING

NABS is seeking candidates who are passionate about our mission, are highly proactive, and who bring a clear vision of how to use digital content to support the work we do effectively. While no one candidate will embody all the qualifications below, our ideal candidate will bring:

Must-Haves:

- 2-4 years of experience in digital content creation, management, and distribution
- Strong understanding of social media channels, including Facebook, Instagram, Twitter, YouTube, and LinkedIn
- Excellent writing and editing skills, with the ability to create compelling and engaging content that resonates with the target audience
- Familiarity with social media management platforms such as Loomly, Hootsuite, or others
- Understanding of digital content metrics and analytics, including Google Analytics and other measurement tools
- Strong attention to detail and the ability to ensure consistency and quality across all digital channels
- Strong project management skills and the ability to manage multiple projects simultaneously
- Knowledge of the Native American and Alaska Native boarding school history, legacy, and impacts

Nice-to-Haves:

- Familiarity with and working experience in Native communities
- Ability to edit video and photos
- Ability to think strategically and identify ways to improve communications efforts
- Knowledge of SEO best practices and experience optimizing content for search engines and other digital platforms

- Bachelor's degree in Marketing, Communications, or a related field, or equivalent experience

To thrive in this role, candidates will bring innovation and new ideas. We are looking for candidates who are clear communicators, adaptable, reliable, socially and emotionally intelligent, inquisitive learners and are collaboratively oriented while being able to work independently. The ideal candidate will get satisfaction from helping and teaching others to learn about the power of digital content to support the mission, are strategic thinkers, and who are strong project managers.

COMPENSATION AND BENEFITS

This position is salaried, commensurate with experience, ranging from \$60,000 to \$75,000. Benefits include health, dental, vision, life, and disability insurance with full premiums paid by NABS for the employee and 75% paid by NABS for dependents/partner, a 401(k) match up to 4% of salary, and paid family leave for qualifying events. Employees earn four weeks of paid time off each year and get paid winter break the last two weeks of December.

The successful candidate will work with a dynamic team committed to Native communities. We strongly encourage applications from Native peoples with experience working with Native communities.

WORK ENVIRONMENT

- This position is 40 hours a week with heavy computer use
- Current staff are in Pacific, Central, and Eastern time zones, keeping 9 am to 5 pm central time hours preferred
- This position is remote with occasional travel to Minneapolis, Minnesota, and national conferences covered by NABS

HOW TO APPLY:

Applications will be reviewed on a rolling basis, priority will be given to those applications received by Monday, June 5, 2023. Please send an email to Tony Nguyen at tony@movementtalent.org with "NABS Digital Content Manager" in the subject line. Applications must include the following in one PDF:

- Cover letter (no more than 1 page) answering the following questions:
 - Why are you interested in this position?
 - What values or lived experiences do you have that connect to our mission?
 - What is the best advice you've ever received?
- Resume or Curriculum Vitae
- Three work samples—include links and paragraph description of each sample
- Three professional references with titles, emails, phone numbers, and relationship

NABS is an Equal Opportunity Employer committed to a work environment free of all forms of discrimination, harassment, and violence. All employment and contracting decisions are based on merit, competence, performance, and organization needs. NABS prioritizes work to empower

and include people from Indigenous communities who have been impacted by U.S. Indian Boarding School policies. We are proud of our collaborative and wellness-focused culture where all people feel safe to bring their whole selves. Our culture attracts top talent with shared values that form the foundation of a great work environment!