



**AIANTA**  
American Indian  
Alaska Native  
Tourism Association

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Albuquerque, NM 87104  
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www.aianta.org

<b><u>Position Title:</u></b>	<b>Public Affairs Specialist</b>
<b><u>Classification:</u></b>	<b>Exempt</b>
<b><u>Salary Range:</u></b>	<b>\$40,000 - \$45,000 DOE</b>
<b><u>Supervisor:</u></b>	<b>Executive Director</b>
<b><u>Description Update:</u></b>	<b>1/21/2013</b>

### **Position Summary:**

As the Public Affairs Specialist of the American Indian Alaska Native Tourism Association (AIANTA), this position is responsible for executing the organization's public and media relations strategies, developing sustaining relationships with mainstream and Indian Country media, engaging constituents, members, potential members, partners and stakeholders using social media platforms, writing and disseminating public relations and marketing materials, managing the AIANTA website, including development of content to attract membership and build public awareness and establishing benchmarks for ongoing evaluation of the program area. Ensures established goals and objectives are met and communicated to AIANTA members, partners, and consumers through effective and efficient communications.

As Public Affairs Specialist of the American Indian Alaska Native Tourism Association (AIANTA), this position directs and coordinates the outreach efforts; programs and image of AIANTA to ensure established goals and objectives are met, and communicated to AIANTA members, partners, and consumers through effective and efficient communications.

### **Principal Duties and Responsibilities:**

*The list of duties and responsibilities is illustrative only of the tasks performed by this position and is not all-inclusive.*

- Works with the Executive Director and Board of Directors to develop and implement short and long-range public relations and media strategy to position AIANTA as the voice of Indian Country travel and tourism.
- Works with the Executive Director and Board of Directors to implement a marketing plan to position the AIANTA brand and message in both a consumer and industry driven environment.
- Identify, build, nurture, and maintain relationships with media and social networks, maintains ongoing contact with reporters to maximize press coverage to deliver important information to external constituencies, stakeholders, and pitch newsworthy events and content.
- Manage and address controversial issues that may damage the reputation of the organization, responds immediately and tactically to unanticipated events and manage crisis situations in a constructive manner.
- Craft, edit and distribute all media and public awareness materials such as media kits, press releases, press advisories, scripts, speeches, brochures, web content, fact sheets, FAQs, Facebook content, tweets,

e-newsletter. Ensures that public relations and marketing materials are written in a professional and timely manner, resulting in actual or virtual publication and industry outreach, creating awareness in all target segments.

- Monitor results of the organizations' public and media relations' efforts, developing and updating reports to the Executive Director/Board in target media outlets.
- Monitor media coverage in order to identify trends and opportunities, research media outlets and journalists to develop and update media distribution lists.
- Coordinate media interviews, media comps at the annual conference, familiarization tours for media; coordinate with film crews and onsite media events including news conferences and coverage of special events and desk side briefings.
- Stay current with social media tools and methods, including but not limited to Twitter, LinkedIn, Facebook, Foursquare and Pinterest.
- Conceptualize, develop and administer content for the Aianta website and upload and freshen content regularly via the content management system.
- Nurture and maintain positive tribal and public relations by promptly responding to requests and inquiries from Aianta membership, partners and consumers.
- Coordinate and manage International Outreach Program initiated by Aianta including: educating tribes on how to participate in ITB Berlin; organize and sponsor tribal participation at ITB Berlin; research and organize participation in additional international tradeshows; create and distribute collateral, working with U.S. Commercial Service for greater exposure of tribal destinations; and evaluate effectiveness of participation in tradeshows.
- Create and develop informational and marketing collateral pieces for Aianta including but not limited to bi-monthly Aianta newsletter, annual report, brochures, fact sheets and FAQs and disseminate them via direct mail, electronic communication, social networking sites, and/or website.
- Work with the Executive Director and Board of Directors to implement short and long-range goals and objectives, and carry-out outreach functions as it relates to operational strategies including initiating public awareness campaigns of the organization and its benefits at both the tribal and consumer levels.
- Work with the Executive Director to develop annual outreach and campaign budget.
- Review requests from the media to confer with and advise the Executive Director before answering sensitive, internal, policy, or confidential information.
- Develop and maintain database of media and other contacts.
- Develop and place ads in national, regional and specialist publications or on the radio.
- Attend seminars and conferences approved by Board. Represents Aianta at appropriate events.
- Works cooperatively with Aianta consultants, sponsors and partners to promote awareness of Aianta initiatives, e.g. ITB, Public Lands Initiative, annual conference, new projects and programs.
- Assists with the logistical arrangements for trade show booths, including facilities requirements, anticipates and communicates with Administrative Assistant about material and equipment needs, and verifies that such items are delivered and set up according to the booth requirements.
- Assists in the coordination of Aianta's annual conference, along with other projects and initiatives undertaken by the Executive Director and Board of Directors as part of the Organization's ongoing operations.
- Engage in networking activities to ensure awareness of services available; assure that all services are delivered in a culturally competent manner; attend all mandatory meeting scheduled by the Executive Director and Board of Directors.
- Perform other duties as necessary to fulfill the responsibilities of this position and as directed by the Executive Director.

### **Work Relationships and Scope:**

Individual reports directly to the Executive Director. Maintains regular contact with Tribal organizations, Native owned businesses, media and AIANTA consultants and maintains ongoing contact with federal and state agencies for the purpose of fostering positive relations and understanding current tourism issues.

### **Measures of Performance:**

- Specific quantitative measures as established with the Executive Director in the first quarter after beginning the job.
- Support for the mission of AIANTA and demonstration of a basic understanding of tribal customs, traditions, values and beliefs.
- Quality, accuracy, timeliness, reliability and thoroughness of the work carried out under duties and responsibilities of the job description.
- Communicates effectively and develops excellent working relationships with AIANTA staff, consultants, advisors, partners and Board of Directors.
- Responsiveness to the needs of the membership and the media; soundness of decisions and interactions.
- Attitude, approach, professionalism, commitment and loyalty to the Association; maintenance of highly confidential business and financial information.

### **Knowledge, Skills and Abilities:**

- Knowledge of American Indian Alaska Native Tourism Association's mission and goals.
- Outstanding writing, oral and interpersonal skills.
- Knowledge of communications planning, media strategy, public relations campaigns, and marketing techniques.
- Skill in creating media materials, newsletters, reports, marketing materials, website content.
- Ability to develop relationships with media and pitch stories, articles and photos.
- Knowledge and skill in developing social media content and building a following.
- Ability to work independently and in teams. Highly motivated, team player, self-starter.
- Ability to work under pressure, multi-task, and meet deadlines.
- Ability to establish and maintain working relationships with individuals across a wide range of media, organizations, social and cultural backgrounds
- Excellent organizational skills and keen attention to detail.
- Skill in digital photography and digital photo editing.
- Proficiency in Microsoft software especially Word and PowerPoint,
- Skill at desktop publishing.
- Willingness to acquire proficiency in new software and social media processes.
- Basic understanding of research methods for data analysis ability to analyze public relations problems and generate alternative solutions
- Professional demeanor

**Work Conditions:**

Work is performed largely in an office environment with little chance for personal injury. Deadline pressure is an integral part of the job. Position requires frequent mental and visual concentration for computer usage and reading/assimilating of computer information. Position will require bending and lifting up to 15-50 pounds. For full time position work hours are generally during normal business hours and average 40 hours per week. There will be some variation in work hours due to special projects, deadlines and other concerns. Position requires moderate travel for the purpose of attending meetings, conferences and speaking engagements.

**Equipment Operated:**

Incumbent utilizes a PC and computer printer for word processing, spreadsheets, desktop publishing, email Internet/Intranet access, and other specific applications. Incumbent utilizes a keyboard telephone; fax office copier, cell phone and other general office equipment. Incumbent operates a digital camera and edits photos for publication.

Please submit resume including salary history and two references no later than 5:00 p.m. MST, February 15, 2013 to:

**AIANTA**  
**Attn: Sherrie Bowman**  
**2401 12th Street NW**  
**Albuquerque, NM 87104**  
**Or electronically at [sbowman@aianta.org](mailto:sbowman@aianta.org)**