

Position Description

Title: Communications and Media Manager
Division: Advocacy, Media & Communications
Reports to: Chief of Staff

Travel: Travels in-state and out-of-state as required
Status: Salaried, Exempt
Standard Work Hours: M – F, 9:00 AM – 5:30 PM

JOB SUMMARY:

The Communications and Media Manager will be instrumental in executing the representation of the organization's brand, programs, and initiatives. Reporting directly to the Chief of Staff, the Communications and Media Manager will create compelling and consistent messaging, collateral, and other assets that align with strategic direction and reinforce the organization's identity.

In addition the Communications and Media Manager will oversee the planning, implementation and delivery of media, communications and creative content from the Media and Communications Team, to ensure that work developed effectively communicates organizational messaging using CNHA's distinctive and authentic Native Hawaiian cultural brand to its target audience, which is predominantly the Native Hawaiian and local communities.

DUTIES, RESPONSIBILITIES, and EXPECTATIONS:

Duties and responsibilities include, but are not limited to the following:

- Oversee the development and execution of communication, messaging, media relations and content to support CNHA programs, activities, and goals, as identified by the CEO.
- Oversee the development and execution of community relations to support CNHA programs, activities, and goals, as identified by the CEO.
- Management of daily tasks, projects, expectations and priorities of the Media and Communications Team, under the guidance of the Senior Director of Advocacy and Communications and Chief Executive Officer.
- Overseeing the development, review and release of all media and creative content from the Media and Communications Team
- Provides creative and innovative graphic design services for the organization.
- Communicates with the executive team on internal and external issues, trends, and ongoing professional observations which may affect strategic and operational decision making.
- Utilize proficiency to interpret complex concepts into user-friendly and digestible content.
- Oversee the production process of all communication materials from concept to distribution.
- Collaborate with different programs to understand their specific communication needs and translate these needs into suitable goals and solutions that support each program's objectives.
- Remain current on the latest trends in communication.
- Provide support in planning and executing events, including coordination with the contracted agency and internal teams.

- Remain informed and responsive in strategy and communication that impact Native Hawaiians and present opportunities for CNHA to take a leadership position.
- Generates proposals, reports and supporting documents in response to solicitations and the needs of CNHA.
- If required, supervise other consultants or contractors hired by the organization.
- Collaborates with colleagues on projects and proposals.
- Contributes to fulfilling requirements and deliverables of grants awarded to CNHA.
- Participates and performs duties as assigned for CNHA's Annual Native Hawaiian Convention and other conventions, including helping to coordinate and deliver the media, communications, creative content and other components of the convention.
- Participates and performs duties as assigned for CNHA's annual Native Hawaiian Convention.
- Other additional and/or duties as assigned.

PERFORMANCE EXPECTATIONS:

- Demonstrates a strong work ethic, high degree of professionalism, and positive attitude.
- Utilizes excellent verbal and written communication, people skills, and a positive, can-do attitude with co-workers, clients, members, and the community, and in all work product.
- Functions in a self-directed, high initiative and motivated manner that results in successful administration and collaboration.
- Regular attendance daily is required for this position.
- Flexible and willing to work long hours and possibly weekends.

REQUIRED EDUCATION AND EXPERIENCE:

- Bachelor's Degree in communications, public relations, or related fields preferred.
- 5 years of experience in communications for non-profit organizations
- Prior experience in a manager role, as well as familiarity with the specific programs mentioned, is highly desired.

SKILLS REQUIRED:

- Excellent written and verbal communication skills.
- Ability to manage multiple projects and stakeholders simultaneously.
- Proficient understanding of media operations and public relations.
- Ability to work effectively with different levels of an organization, from entry-level employees to executives.
- Proficiency in Microsoft Office Suite and familiarity with various communication platforms.
- Knowledge, understanding and sensitivity to Native Hawaiian issues is preferred.