



Position Description

Title: Media and Creative Content Manager
Division: Media and Communications
Reports to: Chief Executive Officer

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 Media and Creative Content Manager serves as a senior member of the Management Team. Reporting to the Chief Executive Officer, the Media and Creative Content Manager is responsible for overseeing the planning, implementation and delivery of media, communications and creative content from the Media and Communications Team to support CNHA programs, activities and goals, as identified by the Chief Executive Officer and Executive Team. The Media and Creative Content Manager will guide the Media and Communications Team's to ensure that work product 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 and RESPONSIBILITIES:

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

- Management of daily tasks, projects, expectations and priorities of the Media and Communications Team, under the guidance of CNHA leadership 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.
- Develops and executes projects identified by the CEO and executive team that supports CNHA's programs.
- Coordinates and attends meetings with members, partners, contractors, and other individuals or organizations in order to execute the objectives of this position.
- Attends and/or participates in member and community events relevant to the duties and expectations of the position.
- Generates content, presentations, reports, proposals and other materials upon request.
- 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.
- Generates proposals and supporting documents in response to solicitations.
- If required, supervise other consultants or contractors hired by the organization.
- Collaborates with colleagues on projects and proposals.
- Regular attendance daily is required for this position.
- 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.
- Assist in planning, executing and closing out CNHA events.
- Complete other projects and tasks as assigned.

PERFORMANCE EXPECTATIONS:

- Manage all personnel in the Media and Communications Team, including Digital Media Strategists and Social Media Strategists
- Develop communication, messaging and creative concepts for CNHA programs, activities, and goals
- Provide leadership on the graphic design needs of the Media and Communications Team, ensuring that the



team's work product meets the graphic design and branding standards of CNHA.

- Manage multiple tasks and to develop solutions to problems with limited supervision.
- Establish and maintain effective working relationships with staff, subordinates, community groups, and other related agencies.
- Maintain a solid understanding of the different programmatic components that comprise CNHA's programs, grants, and loan fund.
- Fully supports in action, language, behavior and performance the priorities, decisions, and directives of the Chief Executive Officer, Executive Team and the Senior Director of Advocacy and Communications
- Demonstrates a strong work ethic, high degree of professionalism, and positive attitude and approach to complex challenges.
- Applies research, experience, communication, strategy and learning that results in problem-solving and maximum quality and utilization of the organization's resources. Consistently provides solutions to achieve the organization's goals.
- Maintains the highest degree of confidentiality.
- Utilizes excellent verbal and written communication and people skills with co-workers, clients, members and the community, and in all work products.

REQUIRED EDUCATION AND EXPERIENCE:

- Graduation from an accredited college or university with a bachelor's degree.
Commensurate experience may be substituted for this requirement.
- Eight (8) years progressively responsible work experience in the development of creative content, including graphic design, for social media, web, print and video.
- Three (3) years management experience
- Communications experience is preferred.
- Direct experience working with the Native Hawaiian community, culture, art and design.

SKILLS REQUIRED:

- Proficient written and verbal communication skills.
- Highly organized and detail-oriented, flexible, and collaborative with an ability to prioritize and manage multiple tasks simultaneously.
- Personal qualities of integrity, credibility, and a commitment to CNHA's mission, purposes, and objectives.
- Strong understanding of design principles, including layout, typography, color theory, and composition.
- Strong conceptualization, sketching, and ideation skills
- Understanding of materials, printing techniques