



WHITE EARTH RESERVATION

CHAIRMAN Michael Fairbanks **Secretary-Treasurer** Michael LaRoque

DISTRICT I Henry Fox **DISTRICT II** Eugene Sommers **District III** Laura Erickson

White Earth Reservation Business Committee

Job Announcement

Position: Digital Media Coordinator

Location: White Earth RBC

Pay: \$26.23 Negotiable/DOQ

Benefits: Full

Open: 11-25-24

Close: 12-06-24

Status: Full Time

The White Earth Reservation Business Committee is currently seeking a qualified applicant who will be responsible for creating and curating engaging content across multiple digital platforms, including whiteearth.com and social media channels. The Digital Media Coordinator will also help develop strategies for driving traffic, increasing engagement, and improving awareness of RBC services and achieving organization goals.

Position Outcomes:

- Ability to develop and implement a comprehensive digital media strategy to increase visibility on whiteearth.com and our social media platforms.
- Excellent critical thinking, interpersonal communication, time-management and problem-solving skills.
- Proficiency in Microsoft Office software, including Word and Excel, Photoshop, Illustrator and similar design tools.
- Ability to create content across multiple platforms.
- Understanding social media KPI's (including engagement rate and interactivity, profiles visits, reach by post type), Google Analytics and SER techniques.
- Develop regular reports, leveraging data insights to influence strategies and improve outcomes.
- Familiarity with publishing and web design.

Knowledge, Skills, and Abilities:

- Ability to create and manage all published content of whiteearth.com, internal employee email system and our social media (images, video, written and audio).
- Ability to write compelling copy for website, social media and email outreach.
- Ability to monitor social media activity and web content across departments to ensure anyone using the RBC's online tools are following established guideline and best practice rules.
- Ability to analyze key metrics and tweak comprehensive strategy as needed.
- Ability to encourage greater usage of online web applications to improve end user experience.
- Ability to collaborate closely with departments to ensure timely execution of digital initiatives, monitor feedback across all channels.
- Ability to follow emerging and developing trends in social media content as well as changes and development in current and social media platforms.

Qualifications:

- **Bachelor's Degree (or equivalent) in Marketing, Communications or related field or (2 to 3) years of experience as a social media/web content creator or similar professional position with a portfolio to demonstrate ability to craft compelling stories and develop unique content.**
- **Photography experience and proficiency with photo-editing software.**
- **Valid Driver's license and insurance for travel between sites and other related businesses.**

Mail Applications to:

White Earth Reservation Business Committee

Attention: Human Resources

P.O. Box 418

White Earth, MN 56591

Download Applications at: www.whiteearth.com