



NEBRASKA INDIAN COMMUNITY COLLEGE

VACANCY ANNOUNCEMENT

NOTICE: This Announcement is not a complete job description. For a complete job description contact HR.

POSITION TITLE: Digital Communications Specialist (*Part-time, non-exempt, hourly position*)

PRIMARY WORK LOCATION: Santee, Macy, or South City Campus with intercampus travel, or remote as approved by supervisor.

SUPERVISOR: OIRPE Director

CLOSING DATE: Open until filled

STARTING WAGE: \$21.63/hour @ 20 hours per week

ABOUT THE COLLEGE: “The Nebraska Indian Community College provides quality higher education and lifelong educational opportunities for Umo’hoⁿ (Omaha) Isanti (Santee Dakota) and all learners.” Nebraska Indian Community College is envisioned as a comprehensive Tribal College which values service through high quality education. Institutional programs value and cultivate the creative and productive talents of learners, faculty, and staff, and seek ways to contribute to the self-sufficiency of the Nations served, the wellbeing of our communities, and the quality of life and development of its learners, faculty, and service areas.

JOB DESCRIPTION:

The **Digital Communications Specialist** has a minimum of 20 hours per week. The Digital Communications Specialist will...

- Promote access and adoption of broadband internet services and digital inclusion to eligible recipients in anchor communities; may include hands-on relationship marketing strategy engagement.
- Maintain consistent and systematic dissemination of internal and external information: Press Releases, NICC Newsletter, State of the College, others as assigned.
- Create promotional material for college events, news/updates, reminders, etc.
- Collaborate with Division Chairs and departmental members to ensure marketing and advertising efforts remain aligned and thoughtfully implemented.
- Act as an NICC Advocate internally as well as externally, as appropriate, to promote and increase the reach of all events at NICC; with specific emphasis on NICC Extension and Native American Studies Department to promote NICC cultural events and progress access and adoption of broadband internet services at local events.
- Manage and post to NICC’s social media accounts on behalf of all employees, including Facebook, Twitter, YouTube, TikTok, etc.
- Create social media content based on items above, as well as Student, Alumni, Employee Spotlights, and others upon request.
- Work to ensure that all content and information created, shared, and disseminated by or on behalf of NICC adheres to NICC’s visions and values and rises to the ethical standards the institution strives to always exceed.
- Co-manage and update NICC’s website, including providing feedback for needed updates in areas pertaining to Consumer Information requirements to OIRPE and other departments.
- Play a key role on NICC’s Marketing Team and serve on the following committees: Institutional Research and Effectiveness (IRE) Committee, and Marketing Committee.
- Review Basic Analytics every quarter with Director of OIRPE for all social media accounts and other marketing-related data available (i.e., review ROI for advertising and marketing efforts and ensure efforts are effective.)
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor’s degree in Marketing, Advertising, Communications, Digital Media, Graphic Design (or related field).
- Experience organizing marketing campaigns, promoting large-scale events, and/or other recruitment efforts with digital, in-person, and blended platforms.
- Experience creating graphics and other promotional material through a variety of digital tools.
- Experience creating written and visual content that is reflective of communities served, with an emphasis on respect, permission, and ‘community voice’.

KNOWLEDGE, SKILLS, COMPETENCIES, and ABILITIES:

Preferred candidates will have proven success in the following:

- Previous experience engaging in Relationship Marketing Strategy campaigns or experience in Customer Relationship Management preferred.
- Strong digital literacy and social media skills (Facebook, Twitter, Microsoft Teams, Zoom, etc.)
- Strong use of digital creation tools (ie. Canva, Adobe Photoshop and Illustrator, Microsoft Office 365, etc.)

- Excellent written communication skills.
- Demonstrated ability to adjust content to multiple audiences.
- Proficiency in Office 365 tools including Microsoft Teams
- Cultural competence in working with Indigenous peoples and/or other minoritized populations.

SPECIAL INSTRUCTIONS TO APPLICANTS: Nebraska Indian Community College gives preference to eligible and qualified applicants in accordance with the Indian preference in employment act and veterans' preference. In the absence of qualified Indian applicants, consideration will be given to applicants without regards to race, color, creed, religion, sex, national origin, age, marital status, or veteran status, the presence of non-related medical condition or handicap, or other legally protected status. NICC is an Equal Opportunity Employer.

HOW TO APPLY: You can visit us on the web at <http://www.thenicc.edu>. Applications are also available at any of our three campuses. Include the following: (1) a letter of intent outlining how you are qualified for the position based upon the qualifications and responsibilities, (2) a resume/CV, (3) graduate level transcripts, and (4) an NICC Application, and (5) Written and Digital Media sample. Please send your application materials to Anthony Warrior (Human Resources) at SanAWarrior@thenicc.edu.

Macy Campus
1111 Hwy 75
Macy, NE 68039
Phone: 402-837-4183

Santee Campus
North River Road
Niobrara, NE 68760
Phone: 402-494-2311

SSC Campus
2605 ½ Dakota Ave.
South Sioux City, NE 68776
Phone: 402-494-2311