



## *Social Media and Marketing Coordinator*

**Job Status:** Full-time

**Classification:** Non-Exempt

**Reports to:** VP of Communication and Marketing

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### **Mission:**

MaŃpíya Lúta embraces LakŃota and Jesuit Catholic values and teachings to grow as a community through education, spiritual formation, LakŃota language, art, and culture. MaŃpíya Lúta includes four schools, a Heritage Center, and six active Catholic churches on Pine Ridge Indian Reservation. By integrating both Lakota culture and heritage with spiritual beliefs from the Lakota and Catholic traditions, MaŃpíya Lúta aims to foster leaders to impact a changing world.

### **Job Summary:**

The Social Media and Marketing Coordinator is responsible for fostering awareness of and support for MaŃpíya Lúta's mission and efforts; building and enhancing MaŃpíya Lúta's recognition and perception in the community; maintaining office files and procedures; and supporting the overall Communications and Marketing efforts of MaŃpíya Lúta. This job is in-person on the main campus of Mahpiya Luta with some flexibility due to occasional evening and weekend hours.

### **Essential Duties:**

- Manage and maintain the organization's social media presence on Facebook, Instagram, and LinkedIn, ensuring all content aligns with MaŃpíya Lúta brand standards.
- Develop and implement online marketing strategies to enhance engagement, reach, and community interaction across these platforms.
- Assist and collaborate with other departments to organize and manage their social media pages, providing guidance to ensure consistency with the organization's brand and messaging.
- Develop original content and suggest creative ways to attract more followers to MaŃpíya Lúta's social media accounts and website.
- Create engaging text, image/photo, and video content to highlight the various events, programs, and initiatives of the schools, The Heritage Center, pastoral, and transformative programs.
- Maintain an optimal posting schedule, considering web traffic, customer engagement metrics, and MaŃpíya Lúta's programmatic needs.
- Suggest new ways to attract prospective customers, like promotions and campaigns.  
Assist with Studio operations including coordinating studio schedule, keeping inventory of studio equipment, maintaining and ordering equipment.
- Provide coverage and promotion for organization-related events, including evening and weekend activities such as sports games, church functions, and Heritage Center events.
- Create and contribute content, including written stories or videos, for the organization's monthly eNews.

- Maintain, update, and expand the organization's library of photos, videos, and audio content to ensure fresh and engaging media resources.
- Develop and maintain relationships with organizational staff in The Heritage Center, school staff and faculty, pastoral community, and Advancement Affairs staff to keep informed of organizational updates and successes.
- Manage and organize Communications office equipment, including cameras, tripods, and other communications tools, ensuring proper storage, maintenance, and availability for use. Track inventory, schedule equipment checkouts as needed, and assist with setup and troubleshooting as needed to support media production and communication efforts.
- Assist in special events on campus, as assigned.
- Assist in annual publications, as assigned.
- Other job-related duties assigned.

### **Job Qualifications**

- Bachelor's or Associate's degree.
- Understanding of Maḥpíya Lúta 's mission, philosophy and needs to better educate interested individuals and groups about the institution.
- General knowledge of the Pine Ridge Indian Reservation.
- Familiarity with computers and computer software systems.
- Ability to manage multiple projects and stakeholders concurrently.
- Friendly and outgoing with strong communication skills and public speaking experience.
- High level of maturity, with a commitment to presenting high-quality educational information and facts.
- Ability to initiate conversation and interact with culturally diverse visitors and groups while initiating and building interest in Maḥpíya Lúta.
- Represent Maḥpíya Lúta to both internal staff and external clients in a manner that is at all times professional, knowledgeable, tactful, poised, and efficient.
- Demonstrated leadership, initiative and time-management skills.
- Self-motivated with the ability to work both independently and within a team setting.
- Flexible and interested in learning.

**Physical requirements:** Ability to sit at a desk and use a personal computer, telephone or other desktop office equipment—60% of work time, walking and standing for extended periods of time —35% of work time, bending at the waist and lifting less than 5 lbs.—3% of work time, bending at the waist and lifting 5-15 lbs. 2% of work time.

**Pay:** Compensation is based on education and experience, with a starting rate of \$19.75 per hour.

**To Apply send completed application and resume to:**

**Brenda Bad Heart Bull, VP of HR**

100 Mission Drive

Pine Ridge, SD 57770

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