MAȟPÍYA LÚTA
RED CLOUD

Communications and Marketing Coordinator

Job Status: Full-time
Classification: Non-Exempt
Reports to: Director of Communications

Mission:
Maȟpíya Lúta embraces Lakȟota and Jesuit Catholic values and teachings to grow as a community through education, spiritual formation, Lakȟota language, art, and culture. Maȟpíya 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, Maȟpíya Lúta aims to foster leaders to impact a changing world.

Job Summary:
The Communications and Marketing Coordinator supports the planning, development, and delivery of Maȟpíya Lúta's communications and marketing efforts. This position helps foster awareness of and support for Maȟpíya Lúta's mission, programs, events, and accomplishments through social media, website content, photography, video, written communications, digital marketing, and other promotional activities.

The coordinator works collaboratively with departments across the organization to ensure that information shared through Maȟpíya Lúta's communications platforms is accurate, timely, engaging, and consistent with organizational brand standards.

Communications and Marketing Coordinators may be assigned primary responsibility for specific platforms, programs, or projects. However, all coordinators are expected to be cross-trained and provide collaborative support and coverage across social media, website content, marketing campaigns, publications, events, and other Communications Team activities.

Essential Duties:
Social Media and Digital Marketing

- Manage Maȟpíya Lúta's social media platforms by developing, scheduling, and publishing engaging written, photographic, graphic, audio, and video content that reflects the organization's mission, brand, programs, events, and accomplishments.
- Develop and support digital marketing campaigns and identify creative opportunities to increase awareness, audience engagement, website traffic, and community interaction.
- Monitor platform performance and audience engagement; respond to or route messages appropriately; and help departments maintain social media pages consistent with Maȟpíya Lúta's brand, voice, and messaging.

Website Content and Maintenance

- Maintain accurate, current, accessible, and engaging website content, including webpages, photographs, staff listings, program information, event details, and links.
- Work with departments to gather, edit, organize, and publish website updates, including coordinating an annual content review with each department and program.
- Routinely review the website for outdated information, broken links, missing images, accessibility concerns, and brand consistency; coordinate with staff, vendors, or consultants to address technical issues as needed.
- Monitor website analytics to understand audience interests, user needs, and content performance, and share relevant findings with departments and leadership as requested.

Content Development and Storytelling

- Build relationships with staff across Maȟpíya Lúta to identify and develop stories highlighting organizational programs, events, accomplishments, and community impact.
- Write, edit, photograph, record, and produce content for the monthly eNews, website, social media, publications, promotional materials, marketing campaigns, and other Communications Team projects.
- Ensure published content is accurate, respectful, culturally appropriate, and consistent with Maȟpíya Lúta's mission and brand standards.

Photography, Video, and Event Coverage

- Provide communications coverage for organizational events, including occasional evening and weekend activities, by capturing and producing photographs, video, audio, and written content for use across communications platforms.
- Maintain and organize Maȟpíya Lúta's library of photographs, videos, and audio content to ensure media resources remain current and accessible.
- Support Communications Studio operations and manage communications equipment, including scheduling, inventory, checkouts, setup, storage, maintenance, and basic troubleshooting.

Team and Organizational Support

- Collaborate with the Communications and Marketing Team to plan content, coordinate projects and campaigns, provide cross-platform coverage, and assist with publications, special events, and organizational initiatives.
- Maintain organized files, content calendars, project information, and communications resources while managing multiple assignments, stakeholders, and deadlines.
- Perform other job-related duties as assigned.

Job Qualifications

- Bachelor's degree in communications, marketing, journalism, digital media, public relations, or a related field; or an equivalent combination of education and relevant experience.
- Understanding of and commitment to Maȟpíya Lúta's mission, philosophy, and efforts to educate and engage interested individuals and communities.
- General knowledge of the Pine Ridge Indian Reservation and its communities.
- Experience with or willingness to learn social media management, website content management, photography, video, writing, editing, and digital marketing tools.
- Strong writing, editing, proofreading, and verbal communication skills.

- Ability to develop clear, accurate, and engaging content for different audiences and communications platforms.
- Ability to manage multiple projects, priorities, deadlines, and stakeholders concurrently.
- Ability to work collaboratively with culturally diverse staff, students, families, community members, visitors, and organizational partners.
- Ability to develop and maintain positive professional relationships with staff and departments across Maȟpíya Lúta.
- High level of maturity and a commitment to presenting accurate, respectful, and high-quality information.
- Ability to represent Maȟpíya Lúta in a professional, knowledgeable, tactful, poised, and efficient manner.
- Demonstrated initiative, sound judgment, creativity, organization, and time-management skills.
- Self-motivated and able to work both independently and as part of a collaborative team.
- Flexible, adaptable, and interested in learning new skills, technologies, and communications practices.
- Willingness and ability to work occasional evenings and weekends for event coverage and organizational needs.

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.

Certification: I have read and understand the preceding job duties, specifications, requirements, and accountabilities, and agree to execute the same in a manner that promotes equality of opportunity, dignity and due respect for all, consistent with the Mission of the Maȟpíya Lúta , Inc.