Maȟpíya Lúta

Job Title: Director of Communications and Marketing
Supervisor: Vice President of Strategy and Planning
Status: Full Time
Classification: Exempt
Prepared By: HR

Mission Statement:
Maȟpíya Lúta embraces Lakȟota and Jesuit Catholic values and teachings to grow as a community through education, spiritual formation, Lakȟota language, art, and culture.

Job Summary:
The Director of Communications and Marketing provides leadership and day-to-day oversight for Maȟpíya Lúta's communications, content, and marketing activities. Reporting to the Vice President of Strategy and Planning, this position translates institutional priorities and strategic goals into clear, consistent, and culturally grounded communications that promote Maȟpíya Lúta's mission, strengthen community engagement, and elevate the organization's visibility and voice.

The Director supervises two Communications and Marketing Coordinators and oversees their work across social media, website content, digital marketing, photography, video, publications, event coverage, and other Communications Team projects. This position establishes priorities, coordinates workflows, balances assignments, supports cross-training, and ensures communications are accurate, timely, engaging, and aligned with Maȟpíya Lúta's mission, brand, and strategic direction.

The Director also leads organizational storytelling and messaging, manages internal communications tools, supports strategic outreach, and collaborates with departments throughout Maȟpíya Lúta.

Key Responsibilities

Staff Supervision and Department Management

- Supervise two Communications and Marketing Coordinators and oversee their assignments, performance, and professional development.
- Lead regular team and individual meetings. Foster a collaborative, creative, and accountable work environment.
- Support employee development and cross-training while establishing effective team workflows and approval processes.
- Assist the Vice President of Strategy and Planning with developing and monitoring the Communications and Marketing budget. Track expenditures and help ensure the department remains within approved budget guidelines.

Communications and Marketing Strategy

- Develop and implement communications and marketing strategies that support Maȟpíya Lúta's mission, strategic plan, and institutional priorities.
- Help to establish annual communications goals, campaigns, priorities, and performance measures.

- Ensure organizational messaging is clear, consistent, culturally grounded, and appropriate for its intended audiences.
- Monitor industry trends, audience needs, analytics, and performance. Use this information to evaluate results and recommend improvements.

Content, Digital Platforms, and Publications

- Lead the planning and development of written, visual, and multimedia content. Ensure content highlights Maȟpíya Lúta's people, programs, accomplishments, events, and community impact.
- Oversee social media, website content, digital marketing, eNews, annual reports, publications, and other organizational communications.
- Review and approve content as appropriate. Ensure published materials are timely, accurate, accessible, respectful, and consistent with Maȟpíya Lúta's mission and brand.
- Oversee routine website updates and the annual departmental website review process.
- Coordinate with staff, vendors, and consultants to address website or digital platform issues as needed.

Internal Communications and Collaboration

- Manage internal communications tools, including the staff Dashboard newsletter and organizational calendar.
- Work with leadership and departments to gather information, coordinate messaging, and support organizational initiatives.
- Help maintain effective communication between leadership, departments, and staff.
- Build relationships across Maȟpíya Lúta to identify timely updates, accomplishments, events, and stories.

Multimedia, Events, and Reporting

- Provide direction for photography, video, audio, interviews, and other multimedia projects.
- Ensure multimedia content supports outreach, fundraising, recruitment, education, and community engagement.
- Coordinate Communications Team to provide photography, video, social media, and storytelling support for organization events and needs.
- Participate in occasional evening and weekend activities as needed.
- Oversee the organization and maintenance of the multimedia library, work portfolio, studio, and communications equipment.
- Maintain the institutional communications dashboard. Track departmental goals, projects, and performance measures.

Additional Responsibilities

- Perform other job-related duties as assigned.

POSITION SPECIFICATIONS:

A. Required Qualifications

- Bachelor's degree or equivalent experience (minimum 3 years) in communications, public relations, journalism, marketing, or related field.
- Excellent written and verbal communication skills across a range of audiences.
- Strong organizational and project management skills with the ability to manage multiple priorities.
- Proficiency in Microsoft Office Suite and digital content tools (email marketing, social platforms, etc.).

- Ability to work collaboratively and independently in a fast-paced, mission-driven environment.
- Strong attention to detail, deadlines, and quality standards.

B. Preferred Qualifications:

- Understanding of Maȟpíya Lúta's mission, values, and cultural context.
- Familiarity with the Pine Ridge Reservation and Lakȟóta communities.
- Alumni of Maȟpíya Lúta (formerly Red Cloud Indian School) or previous attendance.

C. Physical requirements: Ability to sit at a desk and use a personal computer, telephone or other desktop office equipment—75% of work time, walking—20% 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.

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 .