



CANONCITO BAND OF NAVAJOS
HEALTH CENTER

PO Box 3338 / 129 Medicine Horse Drive – To'Hajiilee, NM 87026 INC.
Phone (505) 908-2307 / Fax (505) 908-2310

PUBLIC RELATIONS SPECIALIST

Position Description

Department:	Human Resources
Job Code:	
Pay Range:	
Hours/Week:	40 hours
Position Type:	Full-Time

Reports To (Title):	Chief Human Resources Officer
Classification:	Non-Exempt
Effective Date:	06/17/2024
Revised Date:	

PERFORMANCE EXPECTATIONS

In performance of their respective tasks and duties all employees of the Canoncito Band of Navajos Health Center Inc. (CBNHC) are expected to conform to the following:

- Uphold all principles of confidentiality and patient care to the fullest extent.
- Adhere to all professional and ethical behavior standards of the healthcare industry.
- Interact in an honest, trustworthy and dependable manner with patients, employees and vendors.
- Possess cultural awareness and sensitivity.
- Maintain a current insurable driver's license.
- Comply with all CBNHC policies and procedures, as well as all applicable laws.

POSITION PURPOSE

The Public Relations Specialist serves as a liaison between the Canoncito Band of Navajos Health Center, Inc. (CBNHC) and the public. This position is responsible for developing and executing marketing materials/campaigns and public speaking engagements supporting strategic initiatives to create and maintain a positive public image for CBNHC and increase community engagement. The Public Relations Specialist works closely with other employees and liaises with external entities, Chapter Officials, community-based programs such as the Senior Center and School Health, and Federal, State and Navajo Tribal programs to increase awareness of services available to the tribal population.

ESSENTIAL DUTIES, FUNCTIONS AND RESPONSIBILITIES

- Serves as a liaison between the organization and the community.
- Develops and maintains a positive public image for the organization through public-facing communication.
- Writes, reviews, and/or distributes public-facing communication/marketing materials, and press releases as appropriate.
- Develops and/or executes social media and content strategies to release information on the organization in a manner that will increase community engagement and promote a positive public image.
- Establishes and maintains positive relationships with patients, Chapter Officials, government employees, public interest groups, and media outlets.
- Evaluates advertising campaigns to gauge effectiveness and course-corrects as needed to increase community reception and engagement.
- Responds to information requests from media contacts and arranges interviews for company's executives and management.
- Performs other duties as assigned.

MINIMUM MANDATORY QUALIFICATIONS

Education and Experience

- Bachelor's degree in Public Relations, Communications, Journalism, Marketing, or related field with one (1) year of related experience OR Associate's degree in Public Relations, Communications, Journalism, Marketing, or related field with two (2) years of related experience required.

Mandatory Knowledge, Skills, Abilities and Other Qualifications

- Extensive knowledge of public relations principles and strategies.
- Outstanding public speaking skills.
- Comprehensive written communication skills with a proven ability to write in a journalistic style that is customary for external publications.
- Strong creativity and influence with ability to create compelling narratives



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PUBLIC RELATIONS SPECIALIST

Position Description

- Accomplished interpersonal and networking skills with the ability to build and maintain positive relationships with the public, Chapter Officials, media contacts and outlets.
- Highly organized with keen attention to detail.
- Excellent time management skills with the proven ability to manage concurrent projects and shifting priorities while meeting deadlines.
- Proficient with Microsoft Office Suite or related software.
- Must be able to maintain confidentiality at all times.
- Ability to perform other duties as assigned.

PREFERRED QUALIFICATIONS

- Bilingual skills in English and the Navajo language.
- Prior experience working with Indian Health Services (IHS), a tribe, or tribal organization.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the primary functions of this job. Normal office conditions exist, and the noise level in the work environment can vary from low to moderate. Limited overnight travel may be required from time to time. This position may be exposed to certain health risks that are inherent when working within a health center facility.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the primary functions of this job. While performing the duties of this job, the employee may be required to frequently stand, walk, sit, bend, twist, talk and hear. There may be prolonged periods of sitting, keyboarding, reading, as well as driving or riding in transport vehicles. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include reading, distance, computer, and color vision. Taking and hearing are essential to communicate with patients, vendors and staff.

Mental Demands

There are a number of deadlines associated with this position. The employee must also multi-task and interact with a wider variety of people on various and, at times, complicated issues.

OTHER

- All employees must uphold all principles of confidentiality, HIPAA and patients care to the fullest extent. This position has access to sensitive information and a breach of these principles will be grounds for immediate termination.
- Disclaimer: The information on this position description has been designed to indicate the general nature and level of work performance by employees in this position. It is not designed to contain, or be interpreted as, a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to this position. Employees will be asked to perform other duties as needed.

ACKNOWLEDGEMENT

- Read instructions prior to completing application form; incomplete applications will not be considered.
- Submit an application, resume and letter of interest via one of the following methods:
 1. E-mail to Humanresources@cbnhc.org
 2. Mail to Canoncito Band of Navajos Health Center Inc., ATTN: Human Resources, P.O. Box 3338, To'Hajiilee, NM 87026
 3. Deliver to the CBNHC Human Resources Office, 129 Medicine Horse Dr., To'Hajiilee, NM 87026
- For more information, contact Human Resources at (505) 908-2307 ext.119

Canoncito Band of Navajos Health Center Inc. is a Navajo Preference Employer. As required by the Navajo Preference in Employment Act, preference will be given to qualified Navajo applicants. If there is no qualified Navajo applicant, preference will be given to qualified American Indian applicants consistent with the Indian Self-Determination Act Indian preference provision.