



# Ho-Chunk Nation

## Request to Post

Job Code  
LPRO

Closing Date  
08/05/2024

### Contact Information

Supervisor Requesting: Karena Thundercloud  
Supervisor Job Title: Vice President  
Department: Legislative

Date: 07/02/2024  
Telephone No.: \_\_\_\_\_  
Extension: 11250

### Post Information

Will the Department of Labor Pool Program be utilized?  Yes  No

Job Title: Legislative Public Relations Officer

Funding Source  NPD  Gaming Revenue  Grant  Federal/State Funds

Department: Legislative Division \_\_\_\_\_

Location: TOB / BRF

Applicant must submit:  Application Only  Application/Resume, and Letter of Application  
 Application and Resume  Application, Resume and Transcripts

Rate of Pay: \_\_\_\_\_ OR if a flex position **AND** if management chooses  DOQ

Status  Full-Time  Part-Time  Quarter-Time

Number of Positions: 1 Shift: \_\_\_\_\_ Days: \_\_\_\_\_

Date of Position Vacancy 07/15/2024

Reason for Request:  New Position  Resignation  Discharge  
 Transfer  Repost \*  Other\*

Explain Reason: \_\_\_\_\_

Additional Posting:  Newspaper(s) List Newspaper(s): \_\_\_\_\_

Bill to Account No: \_\_\_\_\_

The department/division requesting to post a position in a newspaper(s) will be responsible for all costs associated to the advertisement. Personnel will not be responsible for the payment of any advertising costs.

### Signatures

Requesting Supervisor:  Date: 07/02/2024

Department Manager/Director: \_\_\_\_\_ Date: \_\_\_\_\_

Personnel Recall List checked: \_\_\_\_\_ Date: \_\_\_\_\_

Personnel Manager: \_\_\_\_\_ Date: \_\_\_\_\_



# Ho-Chunk Nation

## Job Description



<b>TITLE:</b> LEGISLATIVE PUBLIC RELATIONS OFFICER - APPOINTED		<b>JOB CODE:</b> LPRO
GOVERNMENT - EMPLOYEE		<b>EEO:</b> 1
EXEMPT	FLEX	<b>FUNDING SOURCE:</b> NPD
<b>HO-CHUNK PREFERENCE</b>		

*"All employees are subject to the Drug, Alcohol and Controlled Substance Policy."*

*All employees will be required to attend orientation or training to attain knowledge of the history, culture and traditions of the Ho-Chunk Nation – Resolution 08-20-13K*

### **POSITION OVERVIEW**

The Legislative Public Relations Officer plans and directs the creation of material, which will enhance and maintain the public image of the Ho-Chunk Nation. The primary activities to accomplish a positive public image will be to coordinate all public relations activities, develop a marketing communications plan including strategies, goals, budgets, and campaigns.

### **PERFORMANCE-BASED JOB FUNCTIONS AND OBJECTIVES**

1. Coordinate all public relations activities, which will include an end-of-activity summary of all activities. These summaries will analyze and communicate public relations results on a quarterly basis.
2. Coordinate writing, editing, and production of print, audio and visual presentations.
3. Evaluate opportunities for partnerships, sponsorships, and advertising on an annual basis.
4. Write press releases and prepare information for the media, print, broadcast, and online as requested.
5. Develop a 4-year marketing communications plan including strategies, goals, budgets, and campaigns, which are reviewed by the Legislature and updated on an annual basis.
6. Manage media inquiries and interview requests by maintaining a record of such requests.
7. Facilitate technological project developments and upgrades with the Division of Information Technology to promote transparency of legislation on behalf of the Legislature.
8. Write and edit articles for publication.
9. Oversees the Wisconsin Department of Transportation (WisDOT) Intergovernmental Agreement (IGA) for the Inter-Tribal Task Force (ITTF)
10. Other duties as assigned relevant to this job position.

### **JOB RESPONSIBILITY**

Job Reports to	Supervisor – See Organizational Chart
Leadership Accountability	Develops policy and strategic plans, implement operating plans
Supervisory Accountability	None
Organizational Accountability	None
Financial Accountability	WisDOT IGA ITTF Grant
Customer Accountability	Interfaces with officials, executives, membership, and inside and outside customers and partners
Freedom to Act	Operates with significant independence as well as in a team setting; Subject to general input from Supervisor; Subject to regular review by Supervisor.



## **MINIMUM QUALIFICATIONS**

### **EDUCATION:**

1. Bachelor's Degree is required from an accredited higher educational institution with a preferred major or minor in Communications, Public Relations, Journalism, Marketing, Public Administration, Business Management, Economics, Finance, Information Technology, Graphic Design, or other related field.

### **ESSENTIAL:**

1. Relevant certifications are highly desired.
2. Must have no prior criminal record of conviction of, or entry of a plea of guilty, or no contest to, any felony in any Ho-Chunk Nation or other Native Nation, county, state or federal court, unless you have been pardoned for such felonies.
3. Must have and be able to maintain a valid driver's license, have dependable transportation, and have and maintain proper insurance.

### **EXPERIENCE:**

1. Three (3) years of recent, relevant and progressively responsible professional work experience, (executive level preferred) in a high profile digital communications and/or public relations function.
2. Three (3) years of supervisory experience preferred.

## **KNOWLEDGE, SKILLS, ABILITIES REQUIRED**

1. Must possess knowledge of the Ho-Chunk Nation's history, constitutional reform, government, and Ho-Chunk communities.
2. Ability to navigate through computer software developing public relations documents.
3. Ability to work well within a team, handling multiple projects at all times, and must be a motivated self-starter.
4. Must possess excellent written, verbal and interpersonal communication skills.
5. Must have excellent problem solving skills and the ability to build strong relationships with other entities.
6. Establish relationships with producers, editors, reporters and writers at the local levels.
7. Must possess advanced technological skills including advanced skill and knowledge with current operating systems.
8. Must be an exceptional organizer to systematically produce multimedia presentations that showcase strategic organization plans, financial initiatives, and recent social media venues.
9. Knowledge of or experience in the Native American Gaming industry preferred.
10. Must possess an energetic work ethic.
11. Strong critical thinking and analytical skills essential.

## **WORK PLACE RESPONSIBILITY**

1. Maintains a safe and healthy work place environment.
2. This position may work with other employees to foster a teamwork environment and understand all of the applicable procedures so that employees can safely do their assigned work.

## **WORKING CONDITIONS**

1. Sitting or standing long hours in an office setting often working with technology.
2. Possess the physical capabilities requiring extensive travel, working varied hours, evenings and weekends, which may often exceed 40 hours per week.