



People. Planet. Prosperity

Director of Communications

Position Overview

The Director of Communications works within the Advancement Department to maintain and manage the voice and brand of Thunder Valley CDC. They will maintain a mature brand that is both powerful and positive. The Director of Communications will work closely with the Initiative Directors to collect content and share information about the initiatives. They will be able to connect the initiative work to the big picture vision of the organization. The Director of Communications will manage all areas of communications and develop content alongside the pace of the organization.

Reports to

TVCDC Director of Advancement

Compensation & Benefits

Annual Compensation: \$45,000-\$60,000– depending on experience

Full-time, hourly, non-exempt, not to exceed 40 hours per week during probationary period, transition to exempt/salaried at end of probationary period

Benefits:

- Health Insurance- Employee premium paid by TVCDC
- Dental Insurance- Employee premium paid by TVCDC
- Vision & Hearing Insurance- Employee premium paid by TVCDC
- Simple IRA with up to a 3% match from TVCDC
- Accrued Paid Time Off up to 160 hours per year
- 12 annual paid holidays
- Paid Administrative leave during office closures for inclement weather

Essential Duties & Responsibilities

- Manage and maintain brand identity and mission aligned voice throughout all areas of communications in each of TVCDCs initiatives/programs.
- Maintain and update website and create new content for the website.
- Create and distribute monthly newsletter and maintain list serve.
- Oversee and create printing and marketing for the organization including brochures, t-shirts, flyers, and other promotional material; work with printing companies.

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- Inventory marketing & promotional material; maintain stock for daily operations as well as large events.
- Assist in communications budgeting, forecasting, and management.
- Manage Public Relations for the organization including forming media contacts and relationships, establishing rhythm of open communication and regular updates, prompting coverage of groundbreaking events and organization activities.
- Create and oversee mission aligned social media strategy including Facebook, Twitter, Snapchat, and Instagram.
- Develop and leverage communication partner relationships to increase reach and deepen local and national understanding of TVCDCs mission and work.
- Develop short videos for the organization and manage consultants to create videos and other marketing material.
- Maintain timely advertisements for events and activities including flyers, radio commercials, press releases, and social media strategies.
- Assist in planning, marketing, and execution of organization events, overseeing formal and informal invitations and advertising.
- Develop regular, up-to-date, mission aligned podcasts.
- Create and oversee communications strategies and schedule, establishing rhythm of regular communication to community, partners, donors, press, and other stakeholders.
- Work closely with Executive Director to continue to develop and mature voice of the organization, ensuring Executive Director is appropriately utilized as a part of TVCDCs communication strategy
- Ensure all communication/marketing for TVCDC and/or Executive Director are fully vetted prior to committing.
- Constantly create and disseminating content prior to, or as it occurs, establishing pattern of in the moment communication.
- Research and stay up to date with new communications strategies, trends and tools, implementing those strategies to ensure TVCDC remains progressive in communication and engagement strategies.
- Remain up to date with current news nationally and globally and tap into trending topics as they relate to TVCDC and the communication strategy.
- Manage Communications Coordinator and ensure work is supporting the goals of the team.

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- Coordinate outreach events in the community and support community engagement work.

Qualifications, Knowledge, Skills

- Bachelor's degree in business, communications, public relations, or other related field preferred.
- 3+ years experience managing/overseeing communications with-in a non-profit organization.
- Strong writing, editing, and public speaking skills.
- Adept in working in collaborative environment, developing open systems of communication and partnership with other organization staff.
- Excellent in creating, developing, and maintaining relationships with press, partners, donors, community members, and stakeholders.
- Self-starter eager to learn and grow in role while expanding TVCDCs message and mission to an ever-broadening audience.
- Proficient in Microsoft Office programs, adapt in email/online navigation, social media platforms, marketing creation programs, with the desire and ability to continue learning software as needed for role success.
- Passionate about TVCDC mission, committed to learning and growing historical and current organization knowledge.
- Organized, deadline oriented, with strong commitment to timeliness and follow-through.
- Skilled in creation of marketing materials, event flyers, press releases, branded material, and other mission aligned media/materials.
- Ability to work varied hours/schedule as needed in order to maintain schedule of in-the-moment communication and provide immediate response to media or Executive Director requests.

ADA Specifications

TVCDC is committed to making reasonable accommodations in accordance to the ADA for disabled employees who meet job requirements for education background, employment experience, skills, licenses, essential job duties and function, and any other qualification that are job related. Employees must be able to perform tasks that are essential to the job, with or without reasonable accommodation. The Director Communication may be required to use the computer for extensive periods of time.

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Extended/alternative working hours and travel may be necessary. May be required to lift and carry up to 25lbs and complete work in a variety of settings and weather conditions.

Mission Driven

Ideal candidate has as a strong belief in the TVCDC mission and wants to be a part of a growing and constantly evolving organization.

Thunder Valley CDC Mission

Empowering Lakota Youth and families to improve the health, culture, and environment of our communities, through the healing and strengthening of cultural identity.

To Apply

Please email a cover letter and resume to jobs@thundervalley.org. Include “Director of Communication” in subject line.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

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