



Blue Lake Rancheria Tribe of California

POSITION DESCRIPTION

MANAGEMENT RETAINS THE RIGHT TO CHANGE JOB DESCRIPTION AS DEEMED NECESSARY

Job Title:	Social Media Specialist
Department:	Communications
Reports To:	Communications Director/Tribal Administrative Assistant
FLSA Status:	Non-Exempt/Part-time (With opportunity for growth into a full-time Communications role)
Location:	On-Site at Blue Lake Rancheria Tribal Government Office
Work Schedule:	2–3 days per week, flexible schedule based on project and event needs
Compensation:	\$20/hr

Position Summary:

The Blue Lake Rancheria is seeking a creative, organized, and culturally aware Social Media Specialist to support its Communications Department. This position is responsible for planning, creating, and publishing social media content that promotes Tribal programs, events, and initiatives, while supporting public information outreach and community engagement across multiple platforms.

This role requires a strong understanding of digital communication trends, storytelling, Tribal sovereignty, and the ability to convey culturally respectful and strategic messaging to diverse audiences.

Key Responsibilities:

- Create, schedule, and manage engaging content (text, images, video) across social media platforms (e.g., Facebook, Instagram, X/Twitter, LinkedIn, YouTube).
- Capture photos and videos at Tribal events and community programs for use in posts, reels, and stories.
- Write compelling copy for social posts that align with the Tribe's voice, values, and communication goals.

- Collaborate with departments to highlight programs, services, and events.
 - Monitor engagement and respond to public comments or messages.
 - Track and analyze social media performance metrics to guide content strategy.
 - Ensure all content aligns with Tribal values, messaging priorities, and visual identity.
 - Stay up to date on social media trends and best practices in Indigenous communications, community outreach, and public information.
 - Support the Communications Director with additional tasks including website updates, press releases, public education campaigns, emergency communication, and other duties as needed.
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Qualifications:

Willing to train candidates who demonstrate strong communication skills, creativity, and a passion for community engagement.

- Associate's or Bachelor's degree in Communications, Marketing, Journalism, or a related field preferred, or equivalent experience.
- Experience with photography, videography, and social media content creation tools.
- Working knowledge of HTML, Adobe Creative Suite, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and content management systems such as WordPress.
- Demonstrated experience managing organizational or brand social media accounts.
- Strong writing and editing skills, with an eye for detail and tone.
- Experience working in Tribal communities or with Indigenous organizations is a plus.
- Understanding of Tribal governance, Indigenous visibility, and cultural sensitivity in communication.
- Excellent time management and ability to meet deadlines.
- Flexibility to work evenings or weekends during events, as needed.
- Ability to manage multiple projects under tight deadlines with minimal supervision.
- Strong organizational and interpersonal skills, including experience liaising with media, academia, government agencies, and community partners.
- Must be able to occasionally lift and/or move up to 25 pounds.
- Must possess a valid California Driver's License, reliable transportation, and maintain minimum insurance coverage as required by law.
- Must pass a pre-employment drug test.

To Apply:

Submit your resume, cover letter, and 2–3 samples of social media work (can include screenshots and/or links) to:

Toni Ramos Brown

Communications Director

tramos@bluelakerancheria-nsn.gov

About Blue Lake Rancheria

The Blue Lake Rancheria is a federally recognized Tribal government located in Northern California. Committed to environmental leadership, economic development, and community resilience, the Tribe operates a variety of programs and enterprises while prioritizing education, cultural preservation, and public service. The Tribe's work is rooted in Indigenous values and guided by a vision of sovereignty, sustainability, and service to the greater region.

Learn More: www.bluelakerancheria-nsn.gov