



NAVAJO AGRICULTURAL PRODUCTS INDUSTRY (NAPI)  
**POSITION DESCRIPTION**

JOB TITLE:	<b>MARKETING COMMUNICATIONS COORDINATOR</b>	JOB CODE:	
		PAY GRADE:	PR
DEPARTMENT:	Sales & Marketing	PAY STATUS:	Full-time / Salaried
REPORTS TO:	Sales/Marketing Manager	REGULAR/SEASONAL:	Regular
APPROVED BY:	<i>Bentley E. John</i> , Human Resources Manager	DATE APPROVED:	6/01/2021
		REVISED:	5/09/2025

**I. POSITION FUNCTION SUMMARY:**

Under the direction of the Sales/Marketing Manager, the Marketing Communications Coordinator promotes Navajo Pride brand products to existing and prospective customers through strategic use of designs or creates graphics to meet specific commercial or promotional needs, including packaging displays, logos, and engages in promoting or creating an intended public image for the NAPI organization. The Marketing Communications Coordinator will coordinate special promotional events on and off the farm to include educational presentations and farm tours.

**II. ESSENTIAL FUNCTIONS, DUTIES, AND RESPONSIBILITIES:**

The following statements are essential functions of this position and not intended to be all-inclusive; rather, they are intended to describe the general nature and level of work to be performed. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of the incumbent, and an employee may be directed to perform other reasonably related job duties and responsibilities. NAPI reserves the right to revise or change the job duties and responsibilities as the need arises, based on business need, and this position description may be updated accordingly. This position description does not constitute a written or implied contract of employment.

General Duties & Responsibilities

1. Collaborates with sales and marketing team to fully understand product and communication needs.
2. Gathers the materials necessary to understand the project and competition in the area such as literature or previous marketing campaigns; analyzes these materials to determine the most effective communications technique.
3. Based on assessment, drafts and propose communications campaigns, which may include social and online media, print media, direct mail, and other multimedia.
4. Evaluates success of campaigns when completed.
5. Creates designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
6. Determine size and arrangement of illustrative material and copy and select style and size of type.
7. Presents design ideas and recommendations to sales and marketing manager, and sales team.
8. Develop graphics and layouts for product illustrations, company logos, and internet websites.
9. Review final layouts and suggest improvements as needed.
10. Prepare illustrations or rough sketches of material, discussing them with staff or supervisors and making necessary changes.
11. Use computer software to generate new images.
12. Key information into computer equipment to create layouts for staff or supervisor.
13. Maintain archive of images, photos, or previous work products.
14. Prepare notes and instructions for workers who assemble and prepare final layouts for printing.

15. Attend staff meetings to provide management with information concerning the promotion and design of company products or services.
16. Schedules and develop filming scripts and production.
17. Collaborate with web design staff to create multimedia web sites that conform to brand and company visual format
18. Optimize web site exposure by analyzing search engine patterns to direct online placement of keywords or other content.
19. Prepare or edit organizational publications for internal and external audiences, including employee newsletters, marketing plan, public relations plan.
20. Contributes to product packaging, development, content & quality control.
21. Plan development or communication of programs to maintain favorable public or stockholder perceptions of NAPI's accomplishments, agenda, or environmental responsibility.
22. Study the objectives, promotional policies, or needs of NAPI to develop marketing communication strategies that will influence public opinion or promote ideas, products, or programs.
23. Update and maintain content posted on the Web, whether through NAPI's web page, or relevant social media being used.
24. Prepare or edit organizational publications, such as employee newsletters, or Board reports for internal and external audiences.
25. Coordinate public appearances, lectures, contests, or exhibits for clients to increase product or program awareness or to promote goodwill.
26. Coordinate special events that promote NAPI brand recognition (customer harvest, parades, company-wide events, etc.)
27. Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.
28. Conduct educational tours for schools and other organizations as requested.
29. Assist with assessment to identify document management requirements of departments. Working with department heads.
30. Administer document access rights and revision control to ensure integrity of master documents that relate to the NAPI & Navajo Pride trademark logo and packaging designs
31. Assist with the design and development of documents and confirm with the approved organization-wide records management staff (Human Resources, Accounting, etc.)

#### Other

32. Works collaboratively, cooperatively, and in coordination with fellow team members and with others in the organization, treats them with respect, courtesy and consideration, and shows understanding and the appropriate support of other team members to help get the job done.
33. Provides information, guidance and resources to diverse groups of customers, clients and others outside of the organization; treats them in a friendly manner with professionalism, helpfulness, respect, courtesy and consideration at all times regardless of circumstances.
34. Maintains regular, dependable attendance and punctuality, and physical presence at the assigned worksite; must interact directly with people or objects at the worksite on a regular basis. Communications technology may, for certain tasks and under certain circumstances, enable an employee to effectively perform some of the work-related duties from home on a temporary basis.
35. Complies with all applicable environmental health and safety policies, procedures and work rules, giving maximum effort to performing job functions in a manner that protects the health and safety of the incumbent, co-workers, and the general public
36. Performs other duties as assigned and which are deemed necessary or desirable by NAPI.

### **III. POSITION AUTHORITIES AND ACCOUNTABILITIES:**

#### General:

Position has a high level of line responsibility and moderate-level authority to make independent decisions over an assigned department or function. A person in this position has a high level of responsibility for a key operation or function.

#### Results of Action:

Decisions will have a high degree of impact on operations or services. Errors may result in significant disruption of operations or services or damage to operational activities. Errors in accuracy, judgment, tact or communication could result in a loss of productivity, and a significant loss of credibility and potential income for the organization. Failure to establish and monitor work schedules for the Department will result in an inability to meet deadlines and will delay the completion of records and other projects.

#### Budgetary & Financial Resources Accountability:

Position has moderate level of accountability for budgetary or financial decisions, and decisions will have a high degree impact on resource utilization within NAPI; responsible for a moderate level of impact on an operating budget for the Department.

#### Equipment/Material Management & Accountability:

Position has a moderate level of responsibility for equipment, material, or supplies; proper utilization is required plus accountability for first-echelon maintenance may be required; minimal authority and accountability for purchase within strict policy guidelines may be present.

#### Confidential and Sensitive Information:

- Incumbent has a moderate level of access to sensitive and proprietary company data, including but not limited to services, legal and financial data, and an essential job result is the maintenance of a high level of confidentiality of the information processed by the employee.
- Incumbent has a minimal level of access to personal and professional data regarding individual employees and their families, and to personal data regarding customers/clients/members and their families, and must comply with the Fair and Accurate Credit Transactions Act (FACTA) to keep that data secure and private.
- Incumbent has no access to health data of employees and their families, and to health data of customers/clients/members and their families, and must comply with the Health Insurance Portability and Accountability Act (HIPAA), to keep that data secure and private.

#### Independence of Action; Supervision Received:

The Marketing Communications Coordinator works under general supervision of the Sales/Marketing Manager. Employee performs moderate level of analysis and problem-solving with a moderate degree of independence and discretion.

#### Supervision Exercised:

The Marketing Communications Coordinator is responsible for own work, and has no supervisory authority or responsibility, although the Marketing Communications Coordinator may retain functional authority over specific projects or areas of responsibility as specified in this Job Description or otherwise delegated by the Sales/Marketing Manager.

### **IV. POSITION QUALIFICATIONS AND REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required for the position, but is not a comprehensive list. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

#### Education and Experience:

##### *Required:*

- Bachelor's degree from an accredited college or university in Marketing, Advertising, Communications, Journalism or directly related discipline.
- Three to five (3-5) years progressive experience in writing and editing projects; portfolio of relevant previous projects highly preferred.

*Substitution:*

- Additional education or training may be substituted for the experience requirement.

Navajo Preference:

Navajo preference will be applied in accordance with the Navajo Preference in Employment Act (NPEA), it is Navajo Agricultural Products Industry's ("NAPI") goal and intention to strictly adhere to the NPEA in all employment practices and hire qualified Navajo Personnel for all positions. Tribal sovereignty support and Navajo preference initiatives are mandatory.

Language Requirements:

*Required:*

Ability to read and write English in order to understand and interpret written procedures and technical manuals. This includes the ability to give and receive instructions in written and verbal forms and to effectively present information and respond to questions from vendors, contractors, supervisors and co-workers.

*Preferred:*

Bi-lingual (English/Navajo)

Shared Responsibilities:

As a requirement of their employment, all NAPI employees are expected and required to follow and adhere to the following job responsibilities:

- Support the mission, vision, values, and goals of Navajo Agricultural Products Industry.
- Support excellence in our customer service philosophy and deliver excellent customer service both to internal and external customers.
- Adhere to all company policies and procedures.
- Follow all safety policies, guidelines, and work rules, and participate in trainings.
- Practice good stewardship of NAPI property and follow policy.
- Act in a professional manner at all times.
- Function from INTEGRITY, HONESTY, and LOYALTY in all activities concerning NAPI.
- Follow the current NAPI Strategic Plan initiatives.
- Maintain and support a team environment within the workgroup, and with other departments.
- Champion NAPI in the community.

Core Competencies:

Performs the essential functions and elements of this position competently, demonstrating adequate progress throughout the course of the introductory period of employment and continuing throughout employment with NAPI. A variety of personal competencies need to be demonstrated by everyone at NAPI, and include but are not limited to:

- **Quality/Compliance:** Achieving a standard of excellence with our work processes and outcomes, honoring NAPI policies and all regulatory requirements.
- **Customer focus:** Striving for high customer satisfaction, going out of our way to be helpful and pleasant, making it as easy as possible on the customer or client, rather than on self, department, or organization.
- **Communication:** Balancing listening and talking, speaking and writing clearly and accurately, influencing others, keeping others informed.
- **Collegiality:** Being helpful, respectful, approachable, and team oriented, building strong working relationships and a positive work environment.
- **Initiative:** Taking ownership of our work, doing what is needed without being asked, following through
- **Efficiency and Continuous Improvement:** Planning ahead, managing time well, being on time, being cost conscious, thinking of better ways to do things

- Coachability: Being receptive to feedback, willing to learn, embracing continuous improvement
- Safety: Comply with and actively support all workplace safety policies and practices.
- Team Player: able to work collaboratively with others in the organization, and to work well with diverse groups of people and gain and maintain respect of others, both inside and outside of NAPI.

#### Knowledge, Skills and Abilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily the requirements listed below are representative of the knowledge, skill, and/or ability required to perform the essential functions of the position, but are not a comprehensive list:

- Knowledge of marketing principles, including promotion, fundraising, and communications.
- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Knowledge of integrated communication and marketing concepts.
- Knowledge of journalistic abilities sufficient to write news releases and other marketing materials for consumer, professional and trade outlets in print, broadcast and on-line media.
- Skill in active listening as this position communicates with all levels of company employees, board of directors, customers, and local governments.
- Skill in public speaking and delivering presentations to individuals and groups.
- Skill in self-management; to manage one's own time and the time of others.
- Ability to effectively market the programs and services of the department and the organization.
- Ability to interact diplomatically with the public in a continuous public contact setting.
- Ability to make presentations to persuade others to accept a specific opinion or action or provide information and instruction.
- Ability to make presentations to large and diverse audiences to effectively communicate information.
- Ability to maintain composure in the face of resistance or contrary opinions.
- Ability to use a computer and computer programs is required.
- Ability to use search engines, data queries, and assimilate printed information.
- Ability to communicate effectively orally and in writing in English. Navajo language is helpful.
- Ability to be self-directed, developing one's own way of doing things, guiding oneself with little or no supervision.
- Ability to communicate effectively both orally and in written form information and ideas so other will understand.
- Able to be careful about detail and thorough in completing tasks.
- Ability to be persistent in the face of obstacles and being able to accept criticism and dealing calmly and effectively with high stress situations.
- Ability to be pleasant with others on the job and displaying a good-natured, cooperative attitude.
- Ability to be open to change (positive or negative) and to considerable variety in the workplace.
- Ability to perform effectively in environments with frequent workload changes and competing demands.
- Ability to thrive in a fast-paced and pressured environment and must be able to shift to other functions and priorities as needed.

#### Certification, Licenses and Registrations:

- Must have and maintain a current New Mexico, or Arizona driver's license, must have and maintain an NAPI-insurable driving record, and must provide proof of current liability insurance meeting or exceeding State-required minimum coverages.
- First Aid, CPR, and Defensive Driving Course.

#### Training Requirements:

- Must successfully complete all NAPI-required safety and other training
- Must successfully pass and maintain training certification in all state, NAPI, individual-specific, and/or other training requirements of the position and job assignment.
- Additional specific training requirements for this position may be required by NAPI.

#### Tools and Equipment Used:

- Standard office equipment, including desktop computer and standard MS-Office applications
- Sage Intacct Accounting Software
- Must be able to operate a company vehicle and a two-way radio.

#### Other:

- In accordance with the conditional offer of employment, individual must pass drug screen, and all NAPI, and other required background investigations.
- Additional drug screening and background investigations may be required depending on the job assignment, or job transfer.
- Must read and acknowledge NAPI's Non-disclosure agreement.

### **V. PHYSICAL & MENTAL DEMANDS and WORKING CONDITIONS**

The physical and mental demands, and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The physical and mental demands, and working conditions described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

NAPI maintains a comprehensive, detailed assessment of the physical and mental demands, and working conditions for this position, which are also included in the incumbent's employment file.

#### Physical Effort and Demand:

- None to insignificant physical demand is required to perform the work; an employee in this position frequently sits at a desk or workstation.

#### Visual Acuity, Hearing, Speaking, Manual Dexterity:

- Must have visual acuity and manual dexterity to perform timely and accurate data entry;
- Must be able to make individual, small group, and large group presentations as required by position

#### Mental Demand:

- Effective performance requires continual thinking and attention to work/detail demanded by the Knowledge, Skills and Abilities and essential functions of the job.
- Must be able to work non-standard work hours as required to fulfill job responsibilities.

#### Environment/Working Conditions:

- Little to no hazardous conditions exist in the work environment. The work environment is pleasant; only minimal negative physical factors exist.
- Above average amount of negative psychological factors; these factors must be addressed and considered in the performance of duties and have potential for a negative impact on job incumbents.

## VI. EMPLOYEE ACCEPTANCE:

By my signature below, I certify that I have read my Job Description and understand my assigned responsibilities, and have been given a copy of this Job Description.

Employee – please initial each of these statements below to indicate your agreement, in addition to your signature at the bottom of this page:

_____	I acknowledge that I have been given access to a print and/or electronic copy of the <b><u>Employee Policies and Procedures Handbook</u></b> , and understand that I am responsible for reading and following all relevant policies and procedures outlined in it.
_____	I understand that I am responsible for following all departmental and job-specific policies, procedures, work rules, and other guidelines.
_____	I understand that neither the Board of Directors nor management of NAPI can guarantee my employment, and that NAPI can change compensation, benefits, and conditions of my employment at any time and at its full and sole discretion to meet business needs of NAPI.
_____	I further understand that the foregoing Job Description is not all-inclusive of the duties to which I may be assigned. To meet business needs, ensure maximum flexibility and efficiency, and to encourage cross training, I acknowledge that I may be assigned additional duties as are deemed necessary or desirable by NAPI.
_____	I acknowledge that NAPI also reserves the exclusive right to transfer, assign, or locate the incumbent to another job assignment within this job title for which I am qualified. Such transfer, re-assignment or re-location may be on either a temporary or regular basis, and shall be done to meet the business needs of NAPI.
_____	I also certify that I can perform the essential functions of this Job Description either with or without a reasonable accommodation.
_____	I further acknowledge that this Job Description does not constitute a written or implied contract of employment with NAPI.

**Accepted and  
Acknowledged by:**

\_\_\_\_\_  
Employee Signature Date

\_\_\_\_\_  
Print Employee's Name

**Witnessed by:**

\_\_\_\_\_  
NAPI Representative Signature Date

\_\_\_\_\_  
Print NAPI Representative's Name and Job Title