



SOCIAL MEDIA & WEB MANAGER

Office of Information Technology

OVERVIEW

Under the direction of the IT Director, the Social Media & Web Manager is responsible for managing the Hopi Tribe's official website and social media platforms to ensure accurate, timely and culturally respectful communication with Tribal members and the public. On occasion, this position will perform duties of the PC Technician to include installing, modifying, and making repairs to personal computer (PC) hardware and software systems and provides technical assistance to system users.

This position plays a key role in promoting transparency, sharing program information and enhancing community engagement, while upholding cultural sensitivities, sovereignty and tribal communication protocols. The Manager coordinates closely with designated cultural authorities to ensure that sensitive cultural content receives proper review and approval before publication. Travel may be required.

The Social Media & Web Manager is responsible for adhering to the Tribe's established Cultural Review Process to ensure the protection of cultural knowledge, images and sensitive information. Responsibilities include:

- Consultation: Submitting and proposed content containing cultural, historical, ceremonial or community-sensitive information to the designated Cultural Preservation Office, Cultural Advisors or CRATT Community Resource Advisory Task Team (as applicable).
- Approval: Ensuring written or documented approval is received before such content is published online or shared externally.
- Safeguarding: Ensuring that restricted cultural knowledge, sacred objects, ceremonial imagery or traditional practices are not posted, unless explicitly authorized.
- Respect for Protocols: Following cultural protocols regarding photography, videography and digital representation of community events.
- Documentation: Maintaining a record of all cultural review requests and decisions for audit and accountability purposes.
- Training: Completing periodic training provided by the Cultural Preservation Office related to cultural sensitivity, historical awareness and digital representation of tribal heritage.
- This position is responsible for installing, modifying, and making repairs to personal computers (PC) hardware and software systems and provides technical assistance to system users. The incumbent performs duties of semi-difficulty and complexity requiring knowledge and skill in diagnostics, operating systems, computer peripherals, and office packaged systems and applicable policies & procedures.

This process ensures that digital communication reflects the Tribe's values, protects cultural property and upholds Tribal sovereignty.

PRIMARY JOB FUNCTIONS (The following duties are not all-inclusive or restrictive)

- 1) Maintain and update the Tribe's official website, ensuring content is accurate, current and aligned with Tribal communications standards.
- 2) Create, schedule and publish culturally appropriate content across official social media platforms.
- 3) Collaborate with Tribal departments, programs and Tribal Council to share announcements, events, public notices and community resources.
- 4) Ensure culturally sensitive material is reviewed through a Cultural Review Process prior to publication.
- 5) Manage digital communication during emergencies, supporting timely distribution of public safety information.
- 6) Monitor online engagement and respond to inquiries according to Tribal communication protocols.
- 7) Safeguard digital content, web security and media assets in coordination with IT or relevant departments.
- 8) Track and report analytics related to website traffic and social media engagement.
- 9) Manage digital archives of photos, video, publications and historic posts.
- 10) Coordinate livestreaming or multimedia coverage of Tribal events and public meetings when authorized.
- 11) Stay informed on trends in digital communication and best practices across Tribal Nations.
- 12) Uphold data privacy standards, copyright rules and Tribal policies governing content ownership and public information.
- 13) Inspects personal computer equipment received and checks purchase order listings. Sets up system in accordance with user requirements to prepare PC for delivery. Enters the PC into the equipment database and assists the Network Manager to maintain database.
- 14) Installs hardware and peripheral components such as monitors, keyboards, printers, and disk drives on user's systems.
- 15) Instructs users in use of equipment, software, and manuals. Answers user inquiries in person and via telephone concerning systems operations.

- 16) Diagnosis system hardware, software, and operator problems and recommends/performs minor remedial action to correct problems based on knowledge of system operation.
- 17) Support the Office mission and vision by working collaboratively, coordinating efforts, and communicating effectively.
- 18) Performs other duties, in line with current job responsibilities and range of pay/salary, as assigned or authorized to achieve Tribal goals and objectives.

MINIMUM QUALIFICATIONS

Education: Bachelor's degree in Communication, Digital Media, Marketing, Journalism, Web Design or related field; AND

Experience: Two (2) years work experience managing professional social media or website content, preferably with a Tribal government or community-focused organization; OR

Equivalent combination of Education, Training, and Experience, which demonstrates the ability to perform the duties.

KNOWLEDGE, SKILLS, AND ABILITIES

- Proficiency in CMS platforms.
- Graphic design skills.
- Social media management tools.
- Basic understanding of HTML, SEO and digital media standards.
- Familiarity with Tribal Government structure, communication protocols and culture sensitivities.
- Experience working with Tribal programs, Tribal Council or in Tribal government communications.
- Knowledge of Hopi culture, language and traditions.
- Experience in video creation, livestreaming or multimedia content.
- Familiarity with data privacy and digital archiving practices.
- Strong written, visual and verbal communication skills.
- Cultural competence and respect, deadlines and department need.
- Professional discretion with confidential or sensitive information.
- Strong organization, planning and time management skills.

NECESSARY REQUIREMENTS

- 1) Required to maintain a valid Arizona Driver's License and complete the Hopi Tribe's Defensive Driving training.
- 2) Driving is an essential function of this position. Certification to operate a tribal vehicle for business purposes requires a valid Arizona driver's license, which qualifies the incumbent for coverage under the tribal insurance policy (tribal insurance qualifications are independent of MVD issuance of a driver's license). Incumbent must maintain a clear driving record to meet all necessary insurance requirements.
- 3) Must complete and pass pre-employment screening.
- 4) Must pass mandatory and random drug & alcohol screening.
- 5) Must not have any felony convictions.
- 6) Must not have misdemeanor criminal convictions at the local, state, or federal level within the past five (5) years of application.

SOCIAL MEDIA & WEB MANAGER

Office of Information Technology

Supervisor: IT Director

Salary Range: 52

Classification: EXEMPT

Developed 08/12/2026

REVIEWED BY:



Department Director

DATE:

08/25/2026

APPROVED BY:



Human Resources Director

DATE:

08/25/2026