



'Working together as one to Preserve, Promote and Protect our Sche Lang en'

JOB ANNOUNCEMENT

JOB TITLE: Director of Communications

OPEN: October 16, 2025

EXEMPT: Yes

SALARY: Educational Salary Scale

SHIFT: Day

LOCATION: Lummi Nation School

DURATION: Regular Full-Time 12 Month/SY

CLOSES: Until Filled

JOB CODE:

DIVISION: Education

DEPARTMENT: Lummi Nation School

SUPERVISOR: K-12 Lead Principal

VACANCIES: 1

JOB SUMMARY: Lummi Nation School is seeking a skilled and driven Director of Communications to design, lead, and manage comprehensive communication strategies that support the school's mission, vision, and values. As a key member of the LNS administrative team, the Director of Communications provides communication support to principals and director-level staff, ensuring consistency and alignment across the school system. This role oversees all internal and external communications to reflect the school's educational priorities, highlight student and community achievements, and strengthen relationships among students, families, staff, tribal members, and community partners. The Director of Communications plays a vital role in fostering transparency, celebrating success, and building trust across the school system and the broader community.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES include the following, and other job-related duties as assigned.

1. Develop and execute a comprehensive communications plan that aligns with Lummi Nation School's mission, vision, and cultural values.
2. Provide communication leadership as a member of the education division, LNS administrative team, support principals and director-level staff with messaging, outreach, and engagement.
3. Oversee brand identity and voice, ensuring that all messaging—internal and external—reflects cultural integrity, consistency, and professionalism.
4. Plan, manage, and evaluate crisis and emergency communications, providing timely, accurate, and reassuring information to staff, families, tribal partners, and the broader community.
5. Build and sustain strong, trust-based relationships with students, families, staff, tribal leaders, and community stakeholders.
6. Promote and elevate student, staff, and community achievements through culturally responsive storytelling, highlighting academic, cultural, and extracurricular successes.
7. Serve as the primary media contact for Lummi Nation School; Work with the LIBC Chairman's office to draft press releases, manage media inquiries, and represent the school in media engagements.
8. Monitor, analyze, and manage public perception of the school across media outlets and digital platforms, addressing issues proactively.
9. Represent the school at tribal, local, regional, and educational forums to promote LNS's mission and share its successes.
10. Oversee and maintain the school's website, social media platforms, and newsletters, ensuring content is timely, accessible, and culturally reflective.

11. Develop compelling multimedia content (articles, graphics, videos, photography) that communicates the vibrancy of school life and cultural traditions.
12. Ensure digital and print communication platforms are user-friendly, accessible, inclusive, and aligned with cultural values.
13. Coordinate internal communications systems, providing clear and consistent updates to staff, students, and families about school priorities, events, and initiatives.
14. Work collaboratively with school administration to develop and implement a comprehensive communications strategic plan that aligns with the Lummi Nation Education Board's goals and objectives as well as the Lummi Nation School Improvement Plan, ensuring stakeholder input is gathered and incorporated.
15. Support the principals and directors with communication needs, including presentations, talking points, and stakeholder correspondence.
16. Collaborate with LIBC Chairman's Office, LIBC Communications, Lummi Education Department, and partner agencies to ensure unified messaging and alignment on initiatives.
17. Guide staff in effective communication practices, offering training and resources that strengthen engagement with students, families, and community partners.
18. Develop and manage communication metrics and evaluation tools to measure the effectiveness of outreach and adjust strategies accordingly.
19. Uphold and promote Lummi cultural identity and values in all communications, ensuring respect, authenticity, and representation of community voices.
20. Lead continuous improvement of the communication function, staying current with best practices in education communications, crisis management, and culturally responsive engagement.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or related field.
- Three to five (3-5) years of experience in a communications leadership role, preferably in education and/or tribal communities.
- Must possess a valid Washington State Driver's license and meet eligibility requirements for tribal insurance.
- Lummi/Native American/Veteran preference policy applies.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of working within a tribal school, Native community, or public education system.
- Knowledge of Lummi Nation history, culture, and language, with respect for tribal sovereignty and Native education systems.
- Commitment to culturally responsive communication that honors Indigenous voices and traditions.
- Fluency in Coast Salish or a demonstrated commitment to Indigenous language revitalization (preferred).
- Expertise in crisis communication, emergency messaging, and media relations.
- Strong strategic thinking, planning, and organizational skills, with the ability to align communication strategies to school improvement goals.
- Ability to build and sustain trust-based relationships with students, families, staff, tribal entities, and community partners.
- Advanced skills in digital content management, including website oversight, newsletters, and multimedia storytelling.
- Excellent written, oral, and visual communication skills tailored to diverse audiences.
- Proficiency in digital media platforms, social media management, and content creation tools (graphic design, video, and photography).
- Strong public speaking and presentation skills, with the ability to represent the school in tribal, regional, and educational forums.
- Collaborative leadership style with the ability to support and advise principals, directors, and senior administrators.

- Analytical skills to monitor communication effectiveness, track engagement data, and adjust strategies based on results.
- Ability to manage multiple projects simultaneously while meeting deadlines in a fast-paced environment.
- Commitment to equity, inclusion, and culturally grounded educational practices.

REQUIREMENTS:

- Must pass pre-employment and random drug and alcohol test to be eligible for and maintain employment, as required by the LIBC Drug & Alcohol-Free Workplace Policy.
- This position requires regular contact with or Control over Indian Children and is therefore subject to an extensive Criminal Background Check and CAMIS Check with Washington State Patrol and Federal Bureau of investigation Fingerprint Clearance.
- Experience working within the Lummi Community with high-risk youth and families in supplying community support services/referrals; *preferred*
- Complete or attend training in First Aid, CPR and Mandatory reporting.
- Ability to adhere to strict attendance expectations of the Lummi Nation School.

TERMS OF EMPLOYMENT:

- All elements of this job description apply.
- 12 Month Employee
- Salary Depends on qualifications.
- 90 Day Probationary Evaluation Period Applies.

EVALUATION

- The performance of this job will be evaluated in accordance with the provisions of policy on Evaluation of Professional Personnel.

TO APPLY:

To obtain a Lummi Indian Business Council (LIBC) application go to: <https://www.lummi-nsn.gov/widgets/JobsNow.php> or request by e-mail libchr@lummi-nsn.gov For more information contact the HR front desk (360) 312-2023. Submit LIBC application, cover letter, resume & reference letters no later than 4:30 p.m. on the closing date listed above. If listing degrees or certifications include copies. Mailing Address: 2665 Kwina Road, Bellingham, WA 98226. Human Resource Fax number: 360-380-6991.