



**Little River Holdings, LLC**

Home Office:

2608 Government Center Drive

Suite 480

Manistee, MI 49660

231-299-1295

[www.lrhedc.com](http://www.lrhedc.com)

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**Position: Marketing & Communications Specialist**

**Summary:** The Marketing & Communications Specialist is instrumental in advancing Little River Holdings (LRH's) communication and branding initiatives. As part of the Marketing Communications team, this role contributes to creating impactful marketing programs that showcase how LRH empowers customers and businesses to excel in the Tribal economy. The team drives sales activity by attracting, engaging, and building brand awareness through compelling content and storytelling, strategically delivered across multiple channels throughout the buyer's journey.

We are seeking a dynamic and skilled Marketing & Communications Specialist to join our team. The ideal candidate will play a key role in enhancing the company's brand presence, driving strategic communication efforts, and promoting the initiatives that contribute to the economic growth of our Tribal community. This position requires a blend of marketing expertise, communications skills, and a passion for community engagement.

The Marketing & Communications Specialist will be a proactive self-starter and catalyst for positive change at LRH. This individual will take ownership of LRH's social media channels and provide support across various marketing programs. By enhancing brand visibility and increasing market share, the candidate will contribute to maintaining LRH's position as a global tribal economy leader.

The ideal candidate will possess strong communication skills, a persuasive yet approachable demeanor, and a collaborative mindset. They will be a dedicated team player committed to delivering results and driving success.

**Employment Qualifications- Minimum Necessary Qualifications**

A qualified candidate offers:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field

- At least 1-3 years of experience in marketing, communications, or public relations, preferably within a community-focused, non-profit, or tribal organization. Analytical skills to interpret data and make informed decisions
- Excellent interpersonal skills for building relationships with employees, management, and tribal citizens
- Strong writing, editing, and verbal communication skills.
- Experience with social media platforms, digital marketing tools, and content management systems.
- Proficient in design software (Adobe Creative Suite, Canva, etc.) and video editing tools
- Knowledge of SEO, SEM, email marketing, and analytics tools (Google Analytics, etc.)
- Strong cultural awareness and respect for Native American traditions, values, and communities.
- Ability to manage multiple projects, prioritize tasks, and meet deadlines in a fast-paced environment.
- A proactive, creative thinker who can work independently as well as part of a collaborative team
- Experience in economic development or working with Tribal communities (Preferred)
- Familiarity with local, state, and federal policies impacting Tribal business development (Preferred)

**Essential Duties and Responsibilities include the following (Other duties may be assigned as needed):**

1. Creating, scheduling, and reporting on the company's social media presence across Instagram, LinkedIn, and Facebook.
2. Developing, scheduling, and analyzing the department's email marketing campaigns.
3. Managing and maintaining customer contact databases and mailing lists.
4. Tracking editorial calendars and providing support for media outreach and engagement.
5. Managing employee concerns, resolving conflicts, investigating complaints, and upholding company policies to maintain a positive work environment.
6. Assisting with the ongoing enhancement of the company's website, including SEO optimization.
7. Supporting product photography and content creation initiatives.
8. Collaborating with Product Management and R&D teams to develop technical tips and resource documents.
9. Organizing and managing content for efficient file sharing across the company globally.
10. Monitoring product and company information across distributor websites to ensure accuracy and consistency.

11. Attends position-related conferences, training, and other appropriate meetings, traveling as necessary.
12. Maintains professionalism and confidentiality in all aspects of work and complies with all applicable tribal, federal, or state laws and procedures.
13. All other duties as assigned by supervisor.

**Physical Demands:** Sitting for long periods of time with occasional standing, walking, or reaching is to be expected. The nature of the work also involves manual dexterity to operate office equipment and while keyboarding. An employee will need normal or corrected to normal range of sight and hearing and will carry work-related materials up to twenty-five (25) pounds.

**Working Environment:** Work is performed in a climate-controlled office environment. The role may require flexible hours, including evenings and weekends, to accommodate events or important deadlines.

**Indian Preference applies in accordance with Ordinance #15-600-02**

**Hiring Range:** \$45,000 – \$65,000 – **Commensurate with Verified Qualifications**

**Status:** Exempt; Bi-Weekly pay

**Background Check:** Extensive

**To apply:** please submit completed resume, cover letter, transcripts for degree, project portfolio (demonstrating past experience) any/all licensure(s) and /or certifications required/relevant for position, front/back of driver's license, front/back of Tribal ID (if applicable) to: Little River Holdings HR Department, 2608 Government Center Dr. Suite 480, Manistee, MI 49660; or Email: [BrittneyDrake@lrhedc.com](mailto:BrittneyDrake@lrhedc.com)

**Conditions of employment with Little River Holdings includes superior performance in the selection process, including but not limited to all of the following; any pre-employment interviews, skills testing, credentialing, drug screening, background investigations, reference checks and previous work history, passing a pre-employment drug test and background investigation, possession of a valid Driver's License throughout employment and being insurable under the Tribe's insurance policy, and successfully completing a ninety (90) day introductory period.**

**Posted: 4/10/2025**

**Remove: Until Filled**