

GREAT LAKES INDIAN FISH & WILDLIFE COMMISSION

P.O. Box 9 • Odanah, WI 54861 • 715-682-6619 • FAX 715-682-9294

www.glifwc.org

• MEMBER TRIBES •

MICHIGAN

Bay Mills Community
Keweenaw Bay Community
Lac Vieux Desert Band

WISCONSIN

Bad River Band
Lac Courte Oreilles Band
Lac du Flambeau Band
Red Cliff Band
St. Croix Chippewa
Sokaogon Chippewa

MINNESOTA

Fond du Lac Band
Mille Lacs Band



VACANCY ANNOUNCEMENT

POSITION: Public Information Director	LOCATION: Odanah, Wisconsin
SALARY: \$78,209 - \$82,949, Depending on Qualifications, Education & Experience	EMPLOYMENT TYPE: Full-time
Note: This position is classified as 50% tax exempt for qualified tribal members under Internal Revenue Code §7873 and includes a comprehensive benefits package (health, dental, vision, disability, life, 401K retirement, and cafeteria plan).	

APPLICATION REVIEW BEGINS: November 1, 2025

GENERAL DESCRIPTION

The Great Lakes Indian Fish & Wildlife Commission (GLIFWC) seeks a dynamic, experienced professional to serve as Director of its Public Information Office (PIO). This position manages a comprehensive information, education, and outreach program for an agency of eleven federally recognized Indian Tribes relating to their treaty rights.

GLIFWC's mission and overall programs relate to the Tribes' sovereignty over their hunting, fishing, and gathering rights in treaty-ceded territories located across Wisconsin, Minnesota, and Michigan. As head of the PIO Division, the Director oversees print and digital media, public outreach, external media relations, and operational plans. The Director reports to GLIFWC's Executive Administrator.

RESPONSIBILITIES

The Director ensures that timely and accurate information on matters relating to Ojibwe treaty rights and natural resource co-management is available to GLIFWC's Tribes, the public, other agencies and organizations, educational institutions, and news media. Key responsibilities include:

1. Leading, planning, and managing the Public Information Office, including budget development, program planning, and supervision of PIO staff.
2. Overseeing production of Mazina'igan and other print, digital, and multimedia products.
3. Managing media and public relations through news releases, press conferences, interviews, and public speaking engagements.
4. Strengthening outreach to tribal communities and the general public, including educational displays, events, and informational booths.
5. Integrating digital and social media platforms into PIO's activities and maintaining active official GLIFWC accounts.
6. Maintaining archives of PIO materials and managing GLIFWC's storage and distribution of materials.

7. Serving as liaison to news media, agencies, and organizations, and coordinate with other GLIFWC Divisions to develop and disseminate information.

ESSENTIAL FUNCTIONS

Within the Director's overall duties, essential functions include:

1. Establishing and overseeing clear internal and external information and outreach standards, goals, priorities and operational plans consistent with GLIFWC's mission, strategic plan, and funding requirements.
2. Monitoring program progress and effectiveness, measuring results and impacts, and adjusting plans and activities as necessary.
3. Developing and managing Division budgets and supervising personnel.
4. Monitoring and analyzing current events, public opinion, and media to identify issues, trends, opportunities and risks relevant to GLIFWC's mission and programs.
5. Managing and implementing multiple projects and fostering teamwork within PIO and with other GLIFWC divisions.

QUALIFICATIONS

The Public Information Director must exhibit the skills, knowledge and abilities necessary to perform the essential functions outlined above, and must possess:

- Bachelor's degree and at least five years of experience in communication, journalism, public relations, public administration, education, or another appropriate field.
- Highly developed writing, editing, and communication skills, public speaking ability, and presentation techniques, including the ability to interpret complex written materials.
- Excellent understanding of tribal sovereignty and reserved rights, in particular Ojibwe treaty rights, and the ability to incorporate Anishinaabe perspectives into publications and programs.
- Proficiency in photographic and other audio-visual equipment, relevant computer technology and software (preferably Apple), and other technology relevant to PIO's programs.
- Valid driver's license, good driving record, and eligibility to be insured under GLIFWC's insurance.
- Willingness to travel regionally and nationally (including overnight) and to work irregular hours in a variety of conditions, including outdoors.
- Ability to meet the physical demands associated with the position's essential functions (reasonable accommodations may be made), which include operating a motor vehicle; traveling by other modes including airlines; documenting harvest or management activities outdoors in all seasons and weather; and occasional lifting or moving up to 30 pounds (publications, kiosks, audio-visual equipment).

Indian preference will be applied consistent with GLIFWC's policies and the federal Indian Self Determination and Education Assistance Act (PL 93-638).

APPLICATION PROCEDURES

Submit:

- A completed GLIFWC employment application (available at <https://glifwc.org>),
- A letter of interest, and
- A resume with at least three professional references

Ensure your resume clearly highlights experiences and skills that align with this announcement to enhance your candidacy.

Send application materials to:

Ashley Poch, Human Resources Director
Great Lakes Indian Fish & Wildlife Commission
P.O. Box 9, 72682 Maple Street
Odanah, WI 54861
Email: hr@glifwc.org