

CLASS TITLE: MARKETING AND COMMUNITY OUTREACH COORDINATOR

PURPOSE OF THE CLASSIFICATION: Under general direction performs administrative, public relations, marketing and community engagement work for the Parks Department promoting public awareness and participation in and use of parks programs and facilities and manages public outreach and other related assigned duties.

ESSENTIAL TASKS:

- Develops, coordinates and manages annual marketing plans for Tulsa Parks department and individual parks programs and facilities
- Works with department staff to develop annual targets for participation and/or revenue for specific programs
- Works with recreation and program staff to identify underrepresented user groups and communities and develop individualized strategies to increase participation and use of parks programs and facilities among these groups
- Works with department staff and Communications Department, to write and design or coordinate the writing and design of print ads/flyers/program inserts and other marketing and communication materials
- Plans, organizes and implements effective educational and outreach activities/programs to get neighborhood, user group and communitywide input and engagement on Park Department priorities and programs
- Serves as content webmaster and social media manager for department web page, Facebook, Twitter and other social media sites or apps
- Takes pictures of department facilities, programs and events and maintains image library
- Prepares reports and PowerPoint presentations as needed on various topics for department director or other staff
- Coordinates with Communications Department, to write and distribute media releases promoting Parks programs, events and facilities and coordinates follow-up media coverage
- Tracks, maintains and manages Park Department marketing and promotions budgets
- Coordinates, tracks and makes regular reports on department's customer satisfaction surveys
- Must report to work on a regular and timely basis

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

QUALIFICATIONS:

Training and Experience: Graduation from an accredited college or university with bachelor's degree in public relations, marketing, public administration or communications; and four (4) years of experience in public relations or a related field; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of the principles, methods and practices of public affairs and community outreach; considerable knowledge of electronic and printed media; considerable knowledge of the principles of marketing and promotions; and working knowledge of design programs, radio ad script forms, and print layout techniques/processes. Ability to plan and develop marketing and public relations programs; ability to plan and manage public engagement meetings and programs; ability to manage time effectively and efficiently and carry projects to a timely completion; ability to organize and present information in a clear, concise manner; ability to communicate effectively verbally and in writing; ability to design promotional material on a computer, and the ability to understand and influence the behavior of others within the organization, customers or the public in order to achieve job objectives and cause action or understanding.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting and carrying up to 20 pounds; may be subject

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to walking, standing, handling reaching, bending and feeling; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid Oklahoma Class "D" Operator's License.

WORKING ENVIRONMENT: Working environment is primarily indoors in an office setting and requires travel to various City locations, subject to irregular hours, including nights, weekends and holidays.

Class: Code: 2614

EEO Code: N-02

Pay Code: AT-40

Group: Clerical and Administrative

Series: General Administrative

Effective Date: April 24, 2019