

CLASS TITLE: DIRECTOR OF COMMUNICATIONS

PURPOSE OF THE CLASSIFICATION: Under administrative direction is responsible for all internal and external messaging to inform residents, businesses, visitors, and employees; issuing official statements on behalf of the City; enhancing engagement with City programs, initiatives, and services; assisting the Mayor and senior staff with strategic communications planning, policy guidance, and media relations; effectively managing Communications Department staff; and performing other related duties as assigned.

ESSENTIAL TASKS:

- Plans, directs and oversees the development and distribution of information on behalf of City of Tulsa
- Sets communications goals and objectives for City of Tulsa
- Researches, develops and implements City-wide and departmental communication plans, strategies and related evaluation
- Advises the Mayor and senior staff regarding communication strategies, messages, plans and projects, including but not limited to State of the City, budget, and capital programs
- Advises Mayor and senior staff regarding communications strategies and media trends, evaluates current events and media coverage for impact on the City of Tulsa, and proactively deals with sensitive issues
- Serves as the primary spokesperson and media liaison for the City of Tulsa
- Develops and maintains strong working relationships with members of local and national media
- Serves as the Lead Public Information Officer during major crisis and emergency situations, following National Incident Management System (NIMS) and Joint Information System (JIS)
- Regularly meets with senior staff to discuss programs, projects, issues, goals and plans
- Oversees the development and management of the budget for the Communications Department
- Assigns work to Communications staff and ensures quality adherence to overall project goals and performance objectives
- Supervises administrative activities including personnel selection, training, evaluation, counseling and disciplinary procedures
- 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 a bachelor's degree in journalism, public relations, mass communications, marketing, public administration or a closely related field and eight (8) years experience in responsible public information activities, including two (2) years in a supervisory or management capacity; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of journalism practices and editing techniques; considerable knowledge of marketing, public relations, promotion of events and information program development; considerable knowledge of City government; considerable knowledge of communication policies, procedures and planning principles and methods; considerable knowledge of public relations principles and practices; considerable knowledge of national incident management system (NIMS) and joint information system (JIS); and considerable knowledge of management practices and principles. Ability to write speeches and editorial content; ability to design and develop manuals, brochures and other written materials; ability to plan and develop a comprehensive public relations program; ability to effectively communicate in public both verbally and in writing; ability to assess and evaluate high profile strategic issues, determine optimum resolution and advise management; and the ability to utilize the highest level of interpersonal skill in order to understand, select, develop and motivate people at any level within or outside the organization.

Physical Requirements: Physical requirements include arm and hand dexterity enough to use a keyboard and telephone; occasional lifting, carrying and pulling up to 20 pounds; occasional pushing up to 5

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pounds; may be subject to walking, standing, sitting, reaching, bending, handling and twisting; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid class "D" Oklahoma Operator's license.

WORKING ENVIRONMENT: Working environment is primarily indoors in an office setting and requires some travel to various locations.

Class Code: 1096

EEO Code: E-01

Pay Code: EX-52

Group: Clerical and Administrative

Series: General Administrative

Effective Date: February 19, 2020