

CLASS TITLE: SENIOR COUNCIL COMMUNICATIONS OFFICER

PURPOSE OF CLASSIFICATION: Under administrative direction, directs the communication activities of the Tulsa City Council acting as the central communications decision-maker, sets standards and policies for communicating to citizens, stakeholders and media organizations, and manages and implements complex communication projects and strategic planning for the Council and other related assigned duties.

ESSENTIAL TASKS:

- Performs advanced, specialized work, developing and implementing proactive communications strategies and plans for the Council designed to keep the public informed of City Council's strategic activities, accomplishments and policies
- Evaluates current events and media reports for their impact on the Council, offering relevant advice to Council and staff regarding communications and strategies
- Develops strategic audio-visual productions by combining audio, video, music and graphics to inform citizens of Council goals, objectives, plans, programs, services, and activities, and other special projects as requested
- Maintains a familiarity with Tulsa's Government Television (TGOV) programming techniques, broadcasts and other streaming services and coordinates with other City Council communication staff to ensure broadcasts are in accord with Council standards, policies, branding and strategic planning
- Acts as the central point of contact on all branding matters for the Council, and creates and maintains design elements
- Prepares digital and print communication materials such as news releases, informational guides, infographics, presentations, and other official statements and messaging
- Organizes press conferences on behalf of the Council
- Manages and designs Council website and social media accounts to ensure current, relevant and consistent site content, including producing news stories and other messaging
- Leads/trains the work of interns and volunteers to support video and production activities as directed and may act as a backup to other City Council communications staff
- 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 Experiences: Graduation from an accredited college or university with a bachelor's degree in multimedia production, broadcast journalism, public relations, communications, marketing or a related field and four (4) years' experience in journalism, communications, public relations or a closely related field; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities, Skills: Considerable knowledge of multimedia production and broadcast methods and techniques; good knowledge of video production equipment and software; good knowledge of platforms for content publishing online; and good knowledge of appropriate communication procedures and best practices, including social media. Ability to assess and evaluate high profile strategic issues, determine optimum resolution and advise management, ability to schedule broadcast activities; ability to lead communications personnel; ability to communicate effectively both verbally and in writing to a diverse audience; 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. Considerable creative skill required to produce high quality content from inception to broadcast to be shared with the public.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting, carrying, pushing and pulling up to 20 pounds; may be subject to sitting for extended periods of time, walking, reaching, balancing, bending, kneeling, handling, feeling, climbing, smelling and twisting; and vision, speech and hearing sufficient to perform the essential tasks.

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

WORKING ENVIRONMENT: Working environment is primarily indoors in an office setting; and may require some travel to various locations and irregular work hours.

Class Code: 2513

EEO Code: N-02

Pay Grade: CS-72

Group: Engineering, Planning, and Technical

Series: Communications Operations and Maintenance

Effective Date: August 12, 2020