

CLASS TITLE: COUNCIL COMMUNICATIONS OFFICER

PURPOSE OF THE CLASSIFICATION: Under general supervision produces and broadcasts live, recorded and feature programming for the City Council's government access television and online channels; assists in creating print, web, social media, photo, graphic design and other media content to support the communication needs of the City Council; and related assigned duties.

ESSENTIAL TASKS:

- Produces all aspects of original and live programming for the City Council's government access television and online channels from inception to broadcast. This includes, but is not limited to public service announcements, news conferences, special feature programs, Council regular and committee meetings, and select City authority, board and commission meetings, in coordination with the Senior Council Communications Officer and in accord with Council standards, policies, branding and strategic planning.
- Troubleshoots mission critical systems daily and regularly researches and recommends upgrades and improvements to broadcast systems
- Coordinates with public information officers, city staff and other entities to produce government access programming and other media content
- Ensures compliance with local and national government access channel standards
- Identifies, acquires, modifies, copies and disseminates existing broadcast material
- Assists in preparing digital and print communication materials such as news releases, informational guides, infographics, presentations, and other official statements and messaging
- Assists in creating content for the Council website and social media accounts, including producing news stories and other messaging
- Trains other personnel, interns and volunteers to support video and production activities as directed and acts as a backup to other City Council communications staff
- Must report to work on a regular and timely basis while being able to adjust to a variety of broadcast schedules

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 video or multimedia production, communications, broadcast journalism, creative arts, or a related field, and two (2) years of experience in broadcasting, journalism, communications, multimedia production, or a closely related field, or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of multimedia production and broadcast methods and techniques; knowledge of video production equipment; knowledge of platforms for content publishing online; and knowledge of appropriate communication procedures and best practices, including social media. Ability to troubleshoot problems with live production equipment and software; 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, with customers or the public, in order to achieve objectives and cause action or understanding. Considerable creative skill and attention to detail is essential 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, telephone, computer mouse and video camera; occasional lifting, carrying, pushing and pulling up to 20 pounds; may be subject to sitting for extended periods of time, standing, walking, reaching, balancing, bending, kneeling, handling, feeling, climbing, smelling and twisting; and vision, speech and hearing sufficient to perform the essential tasks.

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

Page 2 (continued from Council Communications Officer)

WORKING ENVIRONMENT: Working environment is primarily indoors in an office or control room setting; requires some travel to various locations; and requires some evening and irregular work hours.

Class Code: 3501

EEO Code: N-02

Pay Code: CS-64

Group: Clerical and Administrative

Series: General Administrative

Effective date: March 24, 2021