

PURPOSE OF THE CLASSIFICATION: Under administrative direction is responsible for complex communications, marketing and advertising functions, effectively managing the City's public image, overseeing Communications staff, and overseeing all aspects of multi-faceted communication strategies through the facilitation of effective, timely, and impactful dissemination of information to internal and external customers using both traditional and digital communications platforms; and performs other related duties as assigned.

ESSENTIAL TASKS:

- Leads and directs strategic communications on behalf of the City for internal and external audiences, including actionable communication goals and objectives
- Develops marketing, communication and advertising strategies designed to reach internal and external customers throughout the City and with awareness of diverse needs and communication platforms
- Serves as the Media Relations Contact and Spokesperson for the City of Tulsa, ensuring the accurate and timely delivery of information to media and citizens
- Directs and leads the Joint Information System during crisis or emergency events, working cooperatively with City Departments, external agencies, and media to ensure the safety of citizens
- Manages a diverse, skilled Communications staff with knowledge of all aspects of communications, public relations, marketing, and graphic design
- Oversees the budget for the Communications Department
- Oversees the City's Open Records request process for media and departmental requests, ensuring compliance with the law and accuracy of information provided
- Trains and develops City personnel to serve as media spokespersons in their area of expertise
- Provides consulting to elected officials and the City's management team to ensure accurate and effective communications with internal and external customers
- Develops and maintains strong professional relationships with members of local and national media, City management teams, and external organizations and residents interacting with the City of Tulsa
- 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: Must meet one of the following options or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128:

1. (a) 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**,
(b) Nine (9) years' experience relevant to the essential talks listed in this job description; **and**
(c) Training and experience in National Incident Management System and Joint Information Systems.
(d) Accreditation in Public Relations (board examination for public relations professionals) is *preferred*.

Knowledge, Abilities and Skills:

Knowledge of:

- Knowledge of journalistic principles and practices for information dissemination
- Knowledge of communication platforms and how to use those platforms strategically to disseminate information and communicate with the public
- Knowledge of principles and methods of planning, conducting, and managing large-scale public relations programs
- Knowledge of the National Incident Management System (NIMS) and extensive experience in the Joint Information System (JIS) to lead the communications for a large-scale disaster

Ability to:

- Ability to serve as agency spokesperson and participate in news conferences, on camera interviews and radio interviews
- Ability to write, edit and produce communications for various formats and mediums to effectively communicate to the public or a particular audience
- Ability to manage a diversely skilled communications team to carry out strategic goals
- Ability to effectively communicate orally and through the written word
- Ability to understand and maintain the marketing, advertising and communication strategies utilized to communicate to the public
- Ability to establish and maintain relationships with local, state and national media, including City management team and external organizations that work with the City

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 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 Driver license.

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

EEO Code: E-01

Group: Clerical & Administrative

Series: General Administrative