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