



CLASS TITLE | SENIOR MARKETING AND MEDIA RELATIONS OFFICER

PAY GRADE: EX-44 | www.cityoftulsa.org/pay

Class Code: 2001

Effective Date : 09/07/2022

PURPOSE OF THE CLASSIFICATION: Under general direction, supervises, plans, and implements marketing and public/media relations activities to achieve project goals and strategic objectives, initiates and manages complex projects and informational campaigns, presents information to the media, City leadership, and the public, trains and advises City supervisors and spokespersons on public information practices; and performs other related assigned duties.

ESSENTIAL TASKS:

- Manages comprehensive and layered communication using Research, Planning, Implementation, and Evaluation (RPIE) strategies for City events and projects to reach internal and external customers
- Serves as a primary point of contact for all media inquiries, while managing and maintaining contact information, databases, and media lists
- Manages and facilitates the purchase of advertisements for paid marketing purposes
- Supervises personnel responsible for coordinating marketing and media relations functions for the City
- Trains and develops internal customers on public information practices to use in their area of expertise
- Attends on-site media interviews providing support to internal customers
- Works closely with department director on matters of significance including strategic planning and operations management
- Serves as a public information officer and liaison in the joint information system during crisis or emergency events
- 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 100:

- (a) Completion of one hundred and twenty (120) hours from an accredited college or university with an emphasis in communications, marketing or public relations or a field relevant to the essential tasks listed in this job description; **and,**
- (b) Five (5) years of experience in communications, marketing, or journalism

Knowledge, Abilities and Skills:

Knowledge of:

- Considerable knowledge of the City of Tulsa's geographic and demographic areas
- Considerable knowledge of the Incident Command System (ICS) and Joint Information System (JIS)
- Knowledge of the RPIE method, techniques, and strategies

Ability to:

- Ability to identify news cycles, reporter interests and habits and current local and national events
- Ability to lead media training and identify interview techniques using Consistency, Unburdened, Brief and Earworthy (CUBE) and Answer, Transition, and Message (ATM) models
- Ability to utilize Nielsen ratings in marketing and communications strategies
- Ability to take quality pictures and video
- Ability to setup A/V equipment
- Ability to master multiple different voices and messages
- Ability to think quickly, manage stress, and work fast and thoroughly in complex crises situations



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Skill in:

- Skill in applying various communication styles
- Skill in the RPIE method

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting and carrying up to 50 pounds; may be subject to walking, standing, handling, reaching, bending, and feeling; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of the following:

1. Valid Oklahoma Class "D" Driver License
2. Accredited Public Relations (APR) certification

WORKING ENVIRONMENT: Working environment is primarily indoors in an office environment; requires some travel to various City locations; and requires some evening or weekend work.

EEO Code: E-02

Group: Administrative

Series: Communications and Public Relations