

**PURPOSE OF THE CLASSIFICATION:** Under general direction creates, implements, and monitors web content and social media strategies for the Tulsa Police Department (TPD) to improve internal and external user experience; and performs other related assigned duties.

**ESSENTIAL TASKS:**

- Creates website copy for social media, marketing materials and various platforms
- Creates written and verbal media communication for internal and external consumption
- Utilizes graphic design software to develop unique fonts, color schemes, shapes, and various design elements
- Manages internal and external website determining the placement of information and the dissemination of visual communications submitted for publication
- Creates content for internal and external consumption through analytics and the understanding of stakeholder needs, developing content that furthers the mission of the TPD
- Develops graphic design including photo and video editing to build a multi-media product that conveys the message of the TPD
- 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 the following 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 in the field of communications, public relations, or other related fields; **and,**
- (b) Three (3) years of experience relevant to the essential tasks listed in this job description

Knowledge, Abilities and Skills:

Knowledge of:

- Knowledge of markup software
- Knowledge of online website creation applications
- Knowledge of video editing applications
- Knowledge of Search Engine Optimization (SEO)
- Knowledge of User Experience (UX) and User Interface (UI) design

Ability to:

- Ability to communicate effectively with internal and external customers
- Ability to research, analyze, and resolve complex problems
- Ability to research and determine optimum resolution

Skill in:

- Considerable skill in creating content and attention to detail
- Considerable skill in advanced and highly specialized computer applications

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 20 pounds; may be subject to walking or sitting for extended periods of time, reaching, and bending; and vision, speech and hearing sufficient to perform the essential tasks.



## CLASS TITLE | WEBSITE DEVELOPER

PAY GRADE: AT-36 | [www.cityoftulsa.org/pay](http://www.cityoftulsa.org/pay)

Effective Date : 11/16/2022

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

**WORKING ENVIRONMENT:** Working environment is primarily in an office setting; requires the use of a telephone and other office equipment; and requires some travel to various locations.

**EEO Code: N-02**

**Group: Administrative**

**Series: Communications and Public Relations**