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.
**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