



CLASS TITLE | COMMUNITY ENGAGEMENT MANAGER, CITY COUNCIL

PAY GRADE: CSE-72 | www.cityoftulsa.org/pay

Class Code: 2112

Effective Date: 2/14/2024

PURPOSE OF THE CLASSIFICATION: Under general direction, serves as a member of the City Council Communications team and is responsible for research, development, evaluation, and content creation for a variety of processes, policies, and efforts related to City Council constituent services and community engagement efforts and performs other related duties as assigned.

ESSENTIAL TASKS:

- Recommends tools, policies, processes, key performance indicators, and goals for City Council constituent services and engagement and regularly evaluates the same based on internal and external customer feedback and customer service best practices
- Creates content and recommends standards, framework, and best practices for digital and print communication materials for Council communications including Council newsletters, informational guides, infographics, presentations, website content, and other messaging tools to maximize district engagement
- Drafts strategic messages for a public audience on legislative matters, conducts research to present appropriate and accurate information, and recommends effective delivery methods and talking points
- Collects data, evaluates trends, and makes reports to the Council and public on citizen interaction with the City Council Office
- Assists the Council with recommendations on the efficiency, economy, and effectiveness of administrative practices by evaluating processes through the customer lens and by proactively researching and identifying systemic issues to increase customer satisfaction
- Represents the City Council on interdepartmental city efforts that determine the appropriate combination of policy, programs and services, systems building, convening, research, and partnerships that the City of Tulsa should undertake to create sustainable, measurable improvement in services
- Manages citizen contact accounts including email, webforms, and social media and drafts correspondence on the City Council's behalf
- Designs, executes programs, and performs project management duties for proactive Council community engagement initiatives such as Council tours, town halls, online engagement, and other council initiatives
- Regularly acts as a liaison for City Councilors between city staff, partner organizations, and/or the public on matters pertaining to customer satisfaction and resident concerns received by the Council office
- Attends, staffs and represents the City Council at public and community meetings
- Collaborates with and provides training for Councilors and Council Staff on effectively engaging with the community on a variety of topics with diverse populations
- May provide direct support to City Councilors in district tasks or projects by serving as a liaison between a Councilor and the public, managing elevated constituent contacts, performing appropriate follow-up, coordinating district events, conducting research, and performing associated administrative tasks
- Reports 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 criteria or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 100:

- (a) Graduation from an accredited college or university with a bachelor's degree in public administration, communication, public relations, political or social science, or related field; **and,**
- (b) Four (4) years' experience relevant to the essential tasks listed in the job description



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Knowledge, Abilities and Skills:

Knowledge of:

- Demonstrated knowledge of one-way and two-way public communication and public engagement methods or equivalent experience in a customer-focused environment
- Demonstrated knowledge of process evaluation methods
- Good knowledge of appropriate communication procedures and best practices, including social media
- Working knowledge of content creation methods for communication materials
- Working knowledge of the legislative function of a municipal government
- Working knowledge of computer systems and applications

Ability to:

- Exhibit strong customer service skills and represent the Council to residents and external agencies with a courteous, helpful, accurate, and professional attitude
- Effectively communicate verbally and in writing including the ability to present complex topics in a manner that can be easily understood by all members of the public or a target audience
- Utilize the highest level of interpersonal skill to understand, select, develop and motivate people at any level within or outside the organization
- Proactively anticipate the needs of a project, stakeholder, and/or an organization with little to no direction
- Design, implement and demonstrate competence utilizing data to test new approaches, measure progress, and achieve results
- Actively listen and ask effective questions to understand needs and gather information
- Work independently to recognize, analyze and diplomatically solve problems by deeply understanding the underlying problem
- Assess and evaluate high profile strategic issues, determine optimum resolution and advise management
- Demonstrated ability to exercise discretion, mental discernment, and professionalism in representing others or an organization
- Demonstrated ability to prioritize tasks and adjust in a fast-paced environment
- Operate platforms for content publishing with training

Skill in:

- Project management and attention to detail
- Written and verbal communication, including the ability to communicate effectively with diverse audiences through a variety of mediums
- Public speaking, adult instruction, and coordinating constituent response and outreach activities

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting, carrying, pushing and pulling up to 10 pounds; may be subject to walking, standing, sitting, reaching, bending, handling and feeling; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates:

- a) Possession of a valid Oklahoma Class "D" Driver License.

WORKING ENVIRONMENT: Working environment is primarily indoors in an office setting, may require some travel to local, off-site locations and some evening events.



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EEO Code: E-02

Group: Clerical and Administrative

Series: General Administrative