

CLASS TITLE: WEB CONTENT AND SOCIAL MEDIA OFFICER

PURPOSE OF THE CLASSIFICATION: Under general direction supervises, plans and implements web content and social media strategies to achieve project goals and Communications' strategic objectives for City services, programs; and initiates and manages to completion complex projects and informational campaigns; presents information and performs other related assigned duties.

ESSENTIAL TASKS:

- Develops original or edits existing news, feature stories, programs and service content for City websites, ensuring appropriate information and items consistently shared with other members of the Communications Department for optimum integration
- Reviews secondary sources to identify news and information of value to City web or social marketing audiences
- Develops, manages and assigns writing and photo responsibility for content, informational and promotional email newsletters, messages and alerts
- Manages incoming requests for content maintenance and updates and works with the technical and creative leads to complete requests in a timely manner
- Manages City of Tulsa website to ensure current, relevant and consistent site content
- Monitors and enforces all website postings for compliance with City online policies
- Directs IT support on needed changes to architecture on City sites to fulfill strategic objectives for the web
- Develops content and leads content contributors in voice and style sheets, including training and providing ongoing support
- Advises Communications' manager and department heads on trends and issues, management and communications' strategies related to websites and social media
- Develops Communications' plans for departments and projects utilizing proactive communication strategies
- Serves as backup in the Communications Manager's absence
- Enforces and updates City Social Media Policy and manages implementation of guidelines for all audiences
- 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: Graduation from an accredited college or university with a bachelor's degree in communications, public relations or a related field, and four (4) years of progressively responsible professional experience in web development and content management systems; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of the principles, methods and practices of public affairs and community outreach; considerable knowledge of methods and techniques of writing for marketing and public/media relations; considerable knowledge of principles and practices of sound business communication, correct English usage, including spelling, grammar and punctuation; and considerable knowledge of word processing and content management systems. Ability to manage time effectively and efficiently and carry projects to a timely completion; ability to apply writing style and techniques appropriate for differing business and journalistic/public relations purposes; ability to supervise and coordinate projects, programs, initiatives and events and develop public relations programs and activities; ability to communicate clearly and concisely, verbally and in writing; ability to manage multiple, complex projects in a fast-paced deadline-driven environment and adapt quickly to changes; ability to establish and maintain effective working relationships with all levels of City management, elected officials, representatives of other government agencies, business and community leaders, employees, media representatives and the public; and the ability to understand and influence the behavior of others within the

organization, customers or the public in order to achieve job objectives and cause action or understanding.

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, standing, handling reaching, bending and feeling; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid class "D" Oklahoma Operator's license.

WORKING ENVIRONMENT: Working environment is primarily indoors in an office environment and must have flexibility to work nights or weekends as necessary.

Class Code: 2525

EEO Code: N-02

Pay Code: AT-40

Group: Clerical and Administrative

Series: General Administrative

Effective Date: March 28, 2012