CLASS TITLE: DIRECTOR OF COMMUNICATIONS

PURPOSE OF THE CLASSIFICATION: Under administrative direction directs the communication activities of the City of Tulsa (COT) Communications Department, acting as the central communications decision-maker for the Mayor’s office and COT setting standards and policies for communicating with one voice to employees, media and the public/stakeholders of Tulsa, overseeing events, news conferences, media relations and all public communications including websites, E-News, social media, talking points and assistance with messaging for Mayor and departments, strategic communications planning for City, Communications, other departments and employees and performs other related assigned duties.

ESSENTIAL TASKS:
• Plans, directs and oversees the development and communication of information designed to keep the public and City employees informed of COT activities, overall accomplishments and strategic issues and policies
• Oversees Mayoral initiatives and programs, sets communications goals and objectives and assists with accomplishing and communicating the COT mission to the public
• Develops and implements City-wide and departmental communication plans, strategies and related evaluations
• Advises the Mayor and Chief of Staff regarding direction, strategies, messages, communication plans and projects for consideration
• Evaluates current events and media reports for potential impact on the Mayor/staff and recommends follow up actions, proactively dealing with sensitive issues for the Mayor or senior staff
• Acts as the formal spokesperson and media liaison for the Mayor’s office and COT and Public Information Officer during major crisis and emergency situations
• Prepares and works with the Mayor on keynote and topical speeches, including state of the city and budget presentations and creates if-asked statements, issue papers, quotes and messages for the Mayor and senior staff
• Regularly meets with department heads to discuss programs, projects, issues, goals and plans and often acts as a liaison between the Mayor’s office and department heads
• Identifies information management issues, analyzes problems and alternatives and develops sound conclusions and recommendations
• Oversees the development and management of the budget for the Communications department
• Assigns work to communications staff, checks for quality and adherence to overall project goals and communications strategic plan and evaluates performance
• Supervises administrative activities including personnel selection, training, evaluation, counseling and disciplinary procedures
• 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 journalism, public relations, mass communications, marketing, public administration or a closely related field and eight (8) years experience in responsible public information activities, including two (2) years in a supervisory or management capacity; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of journalism practices and editing techniques; considerable knowledge of marketing, public relations, promotion of events and information program development; considerable knowledge of urban dynamics and City government; considerable knowledge of communication policies, procedures and planning principles and methods; considerable knowledge of principles and practices of communication media; and considerable knowledge of management practices and principles. Ability to write speeches; ability to design and develop manuals, brochures and other written materials; ability to plan and develop a comprehensive public relations program; ability to effectively communicate in public both verbally and in writing; ability to assess and evaluate high profile
strategic issues, determine optimum resolution and advise management; and the ability to utilize the
highest level of interpersonal skill in order to understand, select, develop and motivate people at any level
within or outside the organization.

Physical Requirements:  Physical requirements include arm and hand dexterity enough to use a keyboard
and telephone; occasional lifting, carrying and pulling up to 20 pounds; occasional pushing up to 5
pounds; may be subject to walking, standing, sitting, reaching, bending, handling and twisting; 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 setting.

Class Code: 1096
EEO Code: E-01
Pay Code: EX-52

Group: Clerical and Administrative
Series: General Administrative

Effective Date: February 27, 2013