CLASS TITLE: SENIOR MARKETING AND MEDIA RELATIONS OFFICER

PURPOSE OF THE CLASSIFICATION: Under general direction supervises, plans and implements marketing and public/media relations activities to achieve project goals and the communications strategic objectives, initiates and manages to completion complex projects and informational campaigns, presents information to the media, mayor’s management team, City Council and the public, trains and advises City supervisors and spokespersons on media interviews/presentations and relationships and performs other related assigned duties.

ESSENTIAL TASKS:
• Serves as primary point of contact for all media requests
• Facilitates formation of all strategic messages to media and the public, conducting research to present appropriate background material and organizing press conferences on behalf of the Mayor’s Office and the City of Tulsa
• Maintains positive relationship with members of the local media
• Develops communications plans for departments, projects and the Mayor’s office specific to key initiatives or events, utilizing proactive communications strategies
• Advises Communications manager and department heads on issues, management and communications strategies
• Leads team in preparing news releases and assists manager with responses for local, statewide and national distribution
• Writes news articles for trade publications and other media outlets to communicate City events and issues
• May serve as a Public Information Officer for the City of Tulsa and Mayor’s office during an emergency or incident command situation
• Serves as department liaison between various City departments, consultants, public officials and organizations
• Develops official statements and talking points for the Mayor and management team for dissemination to the media
• Serves as staff liaison for the Mayor’s Office to the Economic Development Commission’s Entrepreneurship Committee
• Serves as backup in the Communications Manager’s absence
• Manages and maintains contact and media lists and databases
• 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 marketing, journalism, communications, public relations or a related field, and four (4) years of progressively responsible professional experience in media relations/marketing work or a related field; 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 desktop publishing software. Ability to represent the city effectively in public settings and with media representatives on a variety of issues; ability to manage time effectively and efficiently and carry projects to 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 handle complex projects under tight deadlines and adapt to a quickly changing environment; 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. Applicant must possess exceptional writing and verbal and communications planning skills with a strong work ethic.

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 60 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: 2001
EEO Code: E-02
Pay Code: EX-40

Group: Clerical and Administrative
Series: Clerical

Effective Date: June 21, 2011