



Job Title: **Communication Specialist, Professional Learning**

Department: Teaching and Learning
Reports To: Executive Director of Organizational and Professional Learning
Grade: BG-06
Number of Days: 12 Months
Security Access: Wilson
Current Date: September 21, 2015
Overtime Status: Exempt

Position Summary: Become an expert in the creation of systematic processes for communicating and coordinating communication about the Innovative Professional Development (IPD) project and personalized professional learning between the departments as well as to and from the teachers and district/site leaders.

Minimum Qualifications:

- **Education:** Bachelor's degree, preferably in Communications, Marketing, Business Administration or Organizational Development/Change Management. Master's Degree is a plus.
- **Experience:** Minimum of five years of experience in professional communication or change management role, preferably with some experience in a large service organization.

Responsibilities and Essential Functions: The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Coordinate and execute a communications program that develops understanding of the projects and promotes change management efforts of the Organizational and Professional Learning team across the district.
- Responsible for composing and editing frequent messages that are connected to projects and have broad stakeholders.
- Oversee and implement an Organizational and Professional Learning communication plan, including a stakeholder map, communications calendar, drafting of key messages, implementation of branding, and website content.
- Develop and execute refined program and recruiting messages and develop related collateral material; communicate these messages through several media, including brochures, recruiting materials, websites, and outreach materials.
- Design and execute feedback systems that create dialogue about Organizational and Professional Learning initiatives, and address results with key internal stakeholders from leadership decision makers to teachers and school leaders.

- Support development of messaging around broader cultural norms, including communication of core values and systems for learning and knowledge management.
- Provide and coordinate content for current internal communication mechanisms and execute the ongoing development of various other effective communication vehicles and tools.
- Collaborate with the Teaching and Learning project teams to communicate project objectives, deliverables, progress to date, anecdotal evidence, and measurable results.
- Research and collaborate with vendors who provide marketing and communications support.
- Provide relevant background information to the district's Communications team to inform local, regional, and national articles about IPD and Teaching and Learning team projects and impacts.
- Develop additional change management strategies to drive improved project results and impacts. Techniques would include but are not limited to training, stakeholder involvement, events/forums, and other vehicles.
- Provide guidance to the Teaching and Learning Team on effective change management strategies and practices.
- Develop supporting materials for change management efforts.
- Expand the use of technology tools and social media to enhance communications and increase user engagement. Develop and deliver communications that promote understanding of the culture of Teaching and Learning and connection with the mission of the District.
- Write, format, edit and proofread a variety of communications from newsletters, web content, press content, print content, promotional materials, messaging and Q&A.
- Develop and maintain virtual communications library.
- Codify and document systems, processes, and data sourcing for the department.
- Perform other duties as assigned.

Skills and Abilities Required: The following characteristics and physical skills are important for the successful performance of assigned duties.

- Excellent oral, writing, proofreading and editing skills as confirmed through writing samples and references.
- Attention to detail, ability to follow through on projects and meet deadlines.
- Outstanding analytical, interpersonal, and written and oral communications skills.
- Demonstrated use of social media strategy.
- Experience and proficiency with Microsoft Office products (e.g. Excel, Word, and PowerPoint), web publishing tools (Wordpress, Dreamweaver, HTML, etc.), as well as photo and video editing software (Photoshop, Adobe, etc.).
- Experience and proficiency in the video capture and editing.
- Previous experience supporting major change initiatives preferred.
- Able to learn, navigate and achieve results within a complex organizational structure.
- Ability to utilize social media in maximizing communication and branding.

Supervisory Responsibility:

Working Conditions: Exposure to the following situations may range from remote to frequent based on circumstances and factors that may not be predictable.

- Subject to stress caused by a changing environment, tight deadlines and heavy workloads.
- Frequent use of electronic mail.

- Accidents improbable outside of minor injuries such as cuts, scrapes, or bruises.
- No exposure to chemical or health hazards.
- Primarily require working indoors in environmentally controlled conditions.
- Normal effort or occasional periods of light physical activity.

Tulsa Public Schools is an equal opportunity employer and does not discriminate against persons because of age, race, color, creed, religion, disability, gender, ethnic or national origin, or veteran status. Tulsa Public Schools prohibits discrimination against individuals with disabilities and will reasonably accommodate applicants with a disability, upon request, and will also ensure reasonable accommodation for employees with disabilities.