



T U L S A

PUBLIC SCHOOLS

Equal Opportunity Employer

Job Description

Job Title: Manager of School and Community Relations

Reports to: Director of Public Information
Department: Public Information
Number of Days: 12 Months
Compensation: BL-09
Overtime Status: Exempt
Date Job Revised: August 29, 2012

Position Summary: Serve as marketing and community engagement director for Tulsa Public Schools with its various communities of interest.

Qualifications/Job Requirements:

Education:

- Minimum of Bachelor's degree in education, public relations, communications, journalism, marketing or a related field.

Specialized Knowledge, Licenses, etc:

- Knowledge and skill in community engagement, print, electronic and oral communication processes and techniques.

Experience:

- Minimum of ten years of progressively responsible experience directly related to public relations, community engagement and/or marketing

Other:

- Must have proven leadership and management ability.

Customer Contacts:

- Internal: Board, executive staff, administrative and school level staff
- External: Philanthropic and business community, parents and district stakeholders

Duties and Responsibilities:

- Develop, implement and refine plans that increase the level of meaningful community and family engagement in District and school planning and activities.
- Develop, implement, and refine marketing plans designed to accomplish the District Strategic Plan goals.
- Oversee the planning of District-wide events and meetings.
- Collaboratively develop, implement and refine plans to improve climate and customer service at the Education Service Center.
- Oversee the development and publication of electronic and published documents designed to enhance the image and outreach of the District.
- Provide accurate, timely and complete marketing and public relations information concerning the District, its personnel, programs, plans and activities.