



T U L S A

PUBLIC SCHOOLS

Job Title: Director of Communications

Department: Communications and Public Relations

Reports To: Deputy Superintendent

Grade: BG-09

Number of Days: 12 Months

Security Access: Education Service Center

Current Date: 04/16/2016

Overtime Status: Exempt

Mission and Vision: Tulsa Public Schools is the destination for extraordinary educators who work with our community and families to ignite the joy of learning and prepare every student for the greatest success in college, careers and life.

Our mission is to inspire and prepare every student to love learning, achieve ambitious goals and make positive contributions to our world.

Core Values: Our core values guide how we work and interact with each other at every level of the organization. We embrace and embody these values every day:

- **Equity:** All children deserve the opportunity to develop their full academic and social potential. Our diversity is a community treasure, and we must foster an inclusive environment by examining biases and resolving unfair practices.
- **Character:** We are honest, trustworthy and have high standards of behavior. We do the right thing even when it is hard. While we do not always agree, we treat one another with kindness and respect.
- **Excellence:** We work hard together and expect a lot of one another because high standards produce exemplary knowledge, skills, abilities and mindsets.
- **Team:** We care for one another, support the personal and professional development of one another, and work together to improve our community
- **Joy:** Joy at school and at work makes us more productive, because when we create, innovate and imagine, our motivation grows. We want to ensure that everyone knows the excitement that comes from working deeply on a problem, task or concept and experiencing breakthrough moments.

Position Summary: The Director of Communications leads the implementation of the district's communication and public relations strategy in alignment with the goals and priorities of Destination Excellence. Reporting to the Deputy Superintendent, the Director of Communications works collaboratively with senior leadership to effectively promote the district's mission, vision and core values. Responsible for the development, integration, and implementation of a broad range of public relations activities aligned with strategic priorities.

Minimum Qualifications:

- Alignment with vision, values and goals of TPS
- Bachelor of Arts in Journalism, Public Relations or related field.
- Minimum of 7 years of progressively responsible experience in a related position.
- Experience in managing integrated communications operations, including digital and interactive media.

Responsibilities and Essential Functions: The following duties are representative of performance expectations.

- Plan, organize and coordinate the district's public relations and communications strategy designed to support the goals and priorities of Destination Excellence.
- Provide for the coordination and distribution of information to district administrators, employees, the public and the media regarding the district's programs, policies, events, and initiatives.
- Develop, implement and refine public relations plans that increase the level of meaningful community engagement
- Construct key messages that meet district objectives and resonate with audiences.
- Recommend a variety of communication mechanisms for district leadership for the purpose of reaching a wide variety of audiences with different needs and preferred communication vehicles.
- Take the lead on district-level crisis communications, especially events with the potential for long-term implications for the TPS district or its key constituents.
- In many instances, may serve as the primary spokesperson for the news media
- Lead a team responsible for varied and integrated communications products and services including: digital communications, social media, public relations and marketing.
- Empower and manage the communications and public relations team by providing leadership, direction and supervision, as well as working in conjunction with other departments and community partners to assist in promoting district-wide objectives and initiatives.
- Manage programs and departmental responsibilities, including the design of innovative programs/services for the purpose of communicating organizational objectives.
- Supervise assigned personnel (e.g. hiring, evaluating, terminating, planning, scheduling/coordinating activities, training and advising, etc.) to maximize the efficiency of the department
- Ensure the accuracy, professionalism and a high-quality product of all communication efforts, in compliance with legal and financial requirements.
- Measure the effectiveness of the department by collecting data related to department objectives and targets.
- Perform other related duties as assigned

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

- Must be a keen strategic thinker with knowledge and understanding of key TPS stakeholders and audiences to include: TPS students, parents, community groups, partners, donors, partners and Tulsa citizens; district employees; Board of

Education; State Board of Education; city, state and local government; and members of the news media (local, state and national).

- Must be able to work in a highly collaborative environment with internal and external stakeholders for the purpose of building effective communication, enhancing relationships and ensuring a high quality of customer service to achieve TPS district goals and objectives.
- Proven skills in communications strategy, marketing and public relations.
- Understands the complexity and sensitivity of political issues/situations.
- Experience in effective management of a team of communications professionals.
- Excellent written and oral communication and interpersonal relations skills.
- Familiarity and hands-on experience using current technology used in public information dissemination and communications, with an eye toward emerging media techniques.
- Willingness to accommodate the evening and weekend schedules inherent to providing service to a large urban school system.
- Ability to work independently in a variety of situations, often requiring extensive contact with local public leaders, media representatives, community members and special interest groups.
- Understanding of the national, state and local legislative processes and current and relevant educational policy issues.
- Perform other duties as assigned.

Supervisory Responsibility:

- Directly supervises the Manager of Digital Communications, the Manager of Media Relations, Communications Specialist and Web Designer, along with an Administrative Assistant.

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

- Standard office environment
- Subject to stress caused by changing environment, complexity of the organization, tight deadlines and heavy workload
- Regular office environment, including frequent use of electronic email, being able to sit for long periods of time without a break, etc.
- Must be available to work irregular hours in order to attend events, meetings, and visit school sites.

Tulsa Public Schools is committed to building a diverse and inclusive team of individuals who contribute to the district's mission with their talent, skills and energy. 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.