



T U L S A

PUBLIC SCHOOLS

Job Title: Executive Director of Communications

Department: Communications
Reports To: Chief of Staff
Grade: XP-01
Number of Days: 12 Months
Security Access: ESC
Current Date: September 16, 2013
Overtime Status: Exempt

Job Objectives: The Executive Director serves as a principal advisor providing comprehensive and proactive communications planning, media relations, policy and news analysis to the Board of Education and Superintendent.

Minimum Qualifications:

- BA in Journalism, Public Relations or related field.
- 15+ years of progressively responsible experience in related position.

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.

- Counsel the Superintendent of Schools, Chief of Staff, other executive staff and the Board of Education on communication issues.
- Ensure all district events tie in with current key messages.
- Prepare and deliver written and oral communications to a variety of TPS stakeholders (Board of Education, State Board of Education, district employees, parents and community groups, etc.) for the purpose of identifying issues and recommendations, supporting other staff and serving as a district representative.
- Develop PR plans with objectives, strategies and tactics for TPS communications and district initiatives.
- 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.
- Coordinate responses to all public information and news media requests for the purpose of ensuring effective communication to meet district strategic goals and objectives, and to provide excellent customer service.
- In many instances, may serve as the primary spokesperson for the news media.
- 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.

- Empower and manage the Communications Department staff 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.
- Oversee marketing of the district to various audiences in Tulsa and across the state.
- Supervise school and community relations, which also includes supporting the work of the district's magnet schools (with input from the Assistant Superintendent for Secondary Schools).
- Knowledge of survey/research tools to aid in evaluating programs, including the design, implementation, and solicitation of feedback from internal and external stakeholders for the purpose of improving services and programs.
- 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.
- Attend workshops, conferences, seminars and show personal initiative (reading, research, etc.) to keep abreast of emerging developments related to areas of responsibility.
- 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 and implementation.
- Understands the complexity and sensitivity of political issues/situations.
- Skilled at consensus-building.
- Experience in effective management of a team of communications professionals.
- Excellent written and oral communication and interpersonal relations skills.
- Extensive knowledge of and experience with online, digital, non-print and social media.
- 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.

- Ability to think boldly and innovatively with the ability to develop and enact new ideas.
- Have good organizational, human relations and technical skills

Supervisory Responsibility:

- Multiple direct reports.
- Responsible for communications, broadcasting, printing and mail operations.

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

- Primarily office work and some off-site meetings and events.
- May require some mild physical labor.

Tulsa Public Schools is an equal opportunity employer offering employment without regard to race, color, religion, gender, national origin, age, sexual orientation, or disability. This job description summary does not imply that these are the only duties to be performed. This job description is subject to change in response to funding variables, emerging technologies, improved operating procedures, productivity factors, and unforeseen events.