



T U L S A

PUBLIC SCHOOLS

**Job Title:**                    **Manager of Digital Communications**

**Department:**                Communications and Public Relations

**Reports To:**                   Director of Communications

**Grade:**                         BG-07

**Number of Days:**           12 Months

**Security Access:**           Education Service Center

**Current Date:**               04/20/2016

**Overtime Status:**          Exempt

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**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:** Develop and deliver various digital communications initiatives and digital content in support of the district's communication strategy. Lead a team in the development and execution of a digital content marketing strategy and oversee digital communications plans. Provide writing, editing, production and dissemination support. Direct planning, development and production of selected video programming responsive to internal and external needs by working with staff, schools and departments. Collaborate with internal stakeholders to determine key communications vehicles needed to support Destination Excellence priorities.

**Minimum Qualifications:**

- Alignment with vision, values and goals of TPS
- Bachelor's degree in communications, journalism, marketing or related field
- Supervisory experience required
- Minimum of 5 years in industry experience

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

- Work with the Director of Communications to implement Tulsa Public School's digital communication and marketing strategy in alignment with the goals and priorities of Destination Excellence.
- In collaboration with the Manager of Media Relations and the Director of Communications, design, build and maintain the district's social media presence.
- In collaboration with the communications team, develop plans to leverage social media channels and online tools for maximum impact.
- Stay abreast of emerging technologies/best practices, and keep the district at the forefront of developments in digital communications and marketing.
- Regularly review internal policies and guidelines to ensure compliance with regulation.
- Develop and maintain online content guidelines and content governance structure for various digital channels.
- Lead a team of multimedia journalists and digital content specialist to deliver a wide variety of content for digital channels, ensure all online content and tools are optimized for search and ensure all online content adheres to the district's visual identity.
- Provide ad-hoc editorial support to internal teams by reviewing content and ensuring it is optimized for online use.
- Using appropriate analytics, work with communications team to monitor success of overall activity, identify trends and insights, and recommend areas for improvement.
- Perform other duties as assigned.

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

- Demonstrated success in developing and managing digital campaigns and activities to build brand and presence.
- Ability to proactively identify digital communications opportunities
- Excellent writing and editing skills
- Extensive knowledge of and experience with online, digital, non-print and social media.
- Familiarity and hands-on experience using current technology as applied in public information dissemination and communications, with an eye toward emerging media techniques.
- Excellent written and oral communication and interpersonal skills
- High emotional intelligence and ability to understand and navigate within a professional services partnership
- Proven project management skills
- Experience dealing with multiple constituencies and changing priorities in a fast-paced environment
- Strong organizational skills and ability to handle multiple tasks and meet deadlines

**Supervisory Responsibility:** Directly supervises the multimedia journalist and the digital content specialist.

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

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

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.