



T U L S A

PUBLIC SCHOOLS

Job Title: Multimedia Journalist

Department: Communications and Public Relations
Reports To: Manager of Digital Communications
Grade: BG-03
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: Write, design, and develop various district publications and content for various platforms to support the marketing and communications strategy of the district. Provide capacity to write copy for publication and developing high-quality content pieces. Assist in coordinating news and events from schools and write articles for posting on social media. Work closely with all sites and departments in the district to create custom graphic designs for their individual needs. Assist with web development and graphic design. Assist in production of project-based presentations, electronic communications, and other promotional or campaign materials.

Minimum Qualifications:

- Alignment with vision, values and goals of TPS
- Bachelor's degree with an emphasis in communications, journalism, graphic design or marketing.
- A minimum of 5 years of industry experience

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

- Create dynamic and original content aligned to the district communications strategy in support of the goals of Destination Excellence.
- Develop and capture visual content and stories for multiple platforms.
- Gather and verify factual information regarding stories through interview, observation, and research.
- Assist in production of project-based presentations, electronic communications, and other promotional or campaign materials.
- Organize material, determine slant or emphasis, and develop stories according to prescribed editorial style and format standards.
- Write and produce quality news stories for multiple media platforms.
- Create graphics, illustrations and charts for web, social media and print
- Assist with web development and graphic design for TPS website as well as site-level websites
- In coordination with the communications team, distribute and promote content on a wide range of social media.
- Adhere to established journalism ethics.
- Play active role in contributing to creative process with communications team.
- Perform other duties as assigned.

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

- Strong journalism and interviewing skills.
- Knowledge of graphic design, page layout and multimedia software
- Proficient with all programs in the Adobe Creative suite, with emphasis on Premiere Pro, After Effects, Illustrator and Photoshop.
- Self-motivated and able to work in a fast-paced deadline-driven environment.
- Proficient with MS Office suite.
- Excellent critical thinking and problem-solving skills.
- Ability to work in a collaborative environment with internal and external stakeholders.
- Exceptional customer service skills.

Supervisory Responsibility: None

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

- Frequent remote location work (school sites, athletic fields, art venues, outdoor events, etc.)
- Must be mobile in order to attend events, meetings, and visit school sites occasionally

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.