



Job Title: New Media Coordinator

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: July 12, 2017
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: Design, develop, and manage a web-based district news bureau that creates and disseminates video and print news and informational pieces in support of the district's communication strategy. Research, develop, film, and edit daily news stories and Monday morning segments highlighting upcoming district news and events. Serve as staff lead on district

social media outlets, executing against the district's social media engagement plan. 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
- Minimum of 5 years in industry experience
- Willingness to appear on camera regularly
- Proven ability to serve in a spokesperson capacity

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

- Create and manage a web-based news bureau using video, print, photos, and any other digital media to implement an aggressive communications and marketing plan around Tulsa Public Schools as a destination for excellence in teaching and learning
- Work with multimedia journalist to create a minimum of two news stories per week-day and a weekly segment highlighting district news and events
- Build and maintain relationships with contacts throughout the district to serve as sources for news/informational stories
- Work with the director of communications to develop and implement Tulsa Public School's digital communication strategy in alignment with the goals and priorities of Destination Excellence
- In collaboration with the communications team, serve as staff lead on increasing engagement and reach through the district's social media platforms
- Creates high-quality, relevant social media content with a minimum of three posts per day
- 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, marketing, and engagement
- Regularly review internal policies and guidelines to ensure compliance with regulation
- 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, shooting, and editing video narratives
- Ability to proactively identify communications opportunities
- Excellent writing, editing, and public speaking skills
- Extensive knowledge of and experience with online, digital, non-print and social media
- Proficiency with Adobe Creative Suite, particularly After Effects, Premiere Pro, and PhotoShop

- 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
- Must have valid driver's license, access to own transportation, and willingness to travel to school and district sites in all parts of Tulsa

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
- Being able to stand and move around for long periods of time without a break while visiting multiple sites daily
- Able to work remotely during visits to school and district sites
- 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.