



T U L S A

PUBLIC SCHOOLS

Job Title: Public Relations and Marketing Coordinator

Department: Communications and Public Relations
Reports To: Director of Communications
Grade: BG-09
Number of Days: 12 Months
Security Access: Education Service Center
Current Date: 5/04/2017
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: The Manager of Media Relations serves as the point person facilitating media relations and social media communications for the District. In partnership with the communications team, the Manager of Media Relations works to implement the district-wide communications plan, in support of the strategic plan priorities. Coordinate responses to all public information and news media requests for the purpose of ensuring effective communication. Ensure the accuracy, professionalism and high-quality production of all communication efforts. Develop and execute the district's social media strategy.

Minimum Qualifications:

- Alignment with vision, values and goals of TPS
- Bachelor's degree in English, Journalism, Communications, Public Relations or related field.
- Minimum of 5 years of progressively responsible experience in a related position.

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

- Develop and execute media strategies in alignment with goals and priorities of Destination Excellence.
- Assist in preparing and delivering 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.
- Coordinate responses to a 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.
- Conceptualize and implement public awareness campaigns for internal and external stakeholders.
- Provide training, support and guidance to school and district leaders on effective communications strategies.
- Develop cross-platform, data-driven communications strategies, and track success of strategies through data collection.
- Oversee social media postings and marketing efforts
- Ensure the accuracy, professionalism and a high-quality product of all communication efforts, in compliance with legal and financial requirements.
- Perform other tasks, duties, or services consistent with this position as assigned.

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

- Needs have a deep understanding of strategic, technical media and marketing strategies, including principles of marketing, public relations techniques, and communications.
- 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 as applied in public information dissemination and communications, with an eye toward emerging media techniques.
- Must possess advanced knowledge of research techniques, survey tools and other related platforms.
- Must be highly collaborative and adept at developing and enhancing relationships, ensuring a high quality of customer service to internal and external stakeholders.
- Proven skills in communications strategy and implementation.
- Understands the complexity and sensitivity of political issues/situations.
- 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.
- Ability to think boldly and innovatively with the ability to develop and enact new ideas.

- Excellent organizational and project management skills.

Supervisory Responsibility:

- No direct reports.

Working Conditions: Exposure to the following situations may range from remote 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 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.