



Job Description

Job Title: Director, Public Information

Reports to: Superintendent
Department: Public Information
Number of Days: 12 Months
Compensation: Business Leadership Grade 10
Overtime Status: Exempt
Date Job Revised: January 14, 2008

Position Summary: Overall management and direction of all aspects of the Public Information Department.

Qualifications/Job Requirements:

Education:

- Bachelor's Degree with emphasis in public relations, communications and journalism.

Experience:

- 5 years experience in public relations activities involving direct contact (spokesperson) with the media or publication outlets.

Specific Training/Skills:

- Media or spokesperson training
- Demonstrated (through published samples) of writing abilities.

Physical Requirements

- Must be mobile in order to respond to various media demands.
- Ability to lift and carry television production equipment.

Other

- Extensive knowledge in public relations and community information programming.
- Excellent interpersonal skills.

Scope of Authority

- Speak on behalf of the District with 24 hour responsibility.

Duties and Responsibilities:

- Serve as a member of the Superintendent's Cabinet.
- Work closely with the Superintendent in writing speeches and communication material as necessary.
- Serve as the lead administrator in the development and growth of the Districts Partners in Education program.
- Oversee the coordination of District-wide communications.
- Coordinate the development of District publications.
- Produce news-oriented press releases for the District.
- Produce video spots, features, and programs for the District.
- Coordinate the public relations activities of the District in order to keep the public informed on all educational matters of importance and significance to the District.
- Work closely with the School and Community Marketing Specialist in the development and communication of programs and materials designed to enhance the District's image.
- Function as the liaison between Tulsa Public Schools and outside media with 24 hour responsibility.
- Serve as member of the crisis intervention team.
- Oversee internet web manager.
- Supervise phone operations.
- Supervise all television productions.
- Serve as District officer to receive, research, and respond to requests submitted under the Public Information Act.
- Perform other duties as assigned by the Superintendent.