



TULSA PUBLIC SCHOOLS

Equal Opportunity Employer



Job Description

Job Title: School & Community Marketing Specialist

Reports to: Superintendent of Schools
Department: Superintendent's Staff
Compensation: BL 8
Overtime Status: Exempt
Date Job Revised: January 14, 2008

Position Summary: Serve as marketing liaison for Tulsa Public Schools with its various communities of interest. Develop, implement, and refine district and individual school marketing plans. Provide accurate, timely and complete marketing information as may be required concerning the District, its personnel, programs, plans and activities.

Qualifications/Job Requirements:

Education:

- Minimum of Bachelor's degree in education, public relations, communications, journalism, marketing, or a related field.

Experience:

- Minimum of ten years of progressively responsible experience directly related to public relations and/or marketing.
- Experience in a public education setting and/or organization/institution preferred.

Specific Training/Skills:

- Knowledge and skill in print, electronic and oral communication processes and techniques.

Other:

- Extensive knowledge in public relations and community information programming.
- Excellent interpersonal skills.
- Ability to work cooperatively with other school leaders, educational personnel and community groups and representatives.
- Ability to balance multiple job tasks.

Customer Contacts (Internal and External):

- **Internal:** District leaders.
- **External:** Community leaders.

Duties and Responsibilities:

- Serve as a member of the Superintendent's Cabinet.
- Serve as the communications liaison with the Tulsa community, including the Mayor's office and the Chamber of Commerce.
- Oversee the development of the plan for marketing the District and its schools to the community.
- Assist the District's leaders in developing and enhancing positive relationships with the greater Tulsa community, including but not limited to Superintendent Coffees.
- Work effectively with various community individuals and groups to help further the educational goals and mission of Tulsa Public Schools.
- Coordinate the public relations activities of the District relative to educational matters of importance and significance to the District.
- Serve as the communication liaison for Tulsa Public Schools as may be required.
- Solicit and secure advice and counsel relative to how the District may better serve the community.
- Work with the philanthropic community to secure grants and donations for the support of the District.
- Work with non-profit organization such as United Way to support the greater Tulsa community.

- Collaborate with the Division of Teaching & Learning and the Office of Public Information, coordinating marketing functions and responsibilities.
- Conduct internal employee surveys seeking feedback on moral, organizational climate and/or District initiatives.
- Oversee the development and publication of selected documents designed to enhance the District's image.
- Increase visibility for District accomplishments and develop positive perceptions of the schools within the community and state.
- Produce the Teacher Recruitment video, marketing video spots, features, and programs for the District.
- Oversee the planning of District-wide events to enhance the perception of the District by the community.
- Oversee the planning of District-wide events such as the annual district wide employee appreciation banquet.
- Serve as a liaison for the District at the Superintendent's direction and represent the Superintendent at various meetings and functions as required.
- Work closely with the Superintendent and his staff to support and promote the goals and objectives of TPS.
- Perform other duties as assigned.