

CLASS TITLE: MEDIA RELATIONS SPECIALIST

PURPOSE OF THE CLASSIFICATION: Under general supervision advises on and coordinates messaging, media relations, communications strategy and related activities for the Tulsa Police Department; coordinates and implements complex communication projects and informational and educational campaigns for the Police Department and other duties as assigned.

ESSENTIAL TASKS:

- Serves as a point of contact for media requests concerning the Police Department and its personnel
- Assists in developing and implementing communications strategies and plans for the Tulsa Police Department specific to key initiatives and events, utilizing proactive communications strategies
- Assists in preparing news releases and draft responses to be approved by Chief of Police, the Communications Unit for local, statewide and national distribution
- Assists in developing communication materials, such as official statements, talking points, fact sheets and white papers for the Chief of Police and TPD management for dissemination to the media and public
- Facilitates delivery of strategic messages to media and the public and conducts research to present appropriate background material; and assists with organizing press conferences on behalf of the Chief of Police
- Advises Chief of Police and Tulsa Police Department heads on communications strategies and media trends and evaluate current events and media reports for their impact on the Tulsa Police Department
- Maintains a good working relationship with the Chief of Police, management team, department heads, and media
- Serves in the Joint Information Center during an emergency response, Emergency Operations Center activation and may serve as a Public Information Officer for the Tulsa Police Department during an emergency or incident command situation
- Uses accredited principles for communications tasks, media relations
- Must report to work on a regular and timely basis

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

QUALIFICATIONS:

Training and Experience: Graduation from an accredited college or university with a bachelor's degree in journalism, public relations, mass communications, marketing, public administration or a closely related field and four (4) years' experience in a field relevant to the essential tasks of this job description; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of both broadcast and print media practices as well as digital editing techniques; considerable knowledge of the various social media platforms and how law enforcement can utilize social media to inform the public; considerable knowledge of crisis management, public relations, promotion of events and information program development; considerable knowledge of the diverse communities that are served by the Tulsa Police Department, the criminal justice system and City government. Ability to multi-task and respond to media inquiries in a timely manner; ability to write speeches; ability to plan and develop a comprehensive public relations program, as well as design and develop manuals, brochures and other written materials for programming; ability to train and coach staff members on giving media interviews; ability to effectively communicate in public both verbally and in writing; ability to assess and evaluate high profile strategic issues, determine optimum resolution and advise management; and the ability to utilize the highest level of interpersonal skill in order to understand, select, develop and motivate people at any level within or outside the organization.

Physical Requirements: Physical requirements include arm and hand dexterity enough to use a keyboard and telephone; occasional lifting, carrying and pulling up to 20 pounds; occasional pushing up to 5 pounds; may be subject to walking, standing, sitting, reaching, bending, handling and twisting; and vision, speech and hearing sufficient to perform the essential tasks.

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Licenses and Certificates: Possession of a valid class "D" Oklahoma Driver's license.

WORKING ENVIRONMENT: Working environment is primarily indoors in an office setting, and occasionally outdoors and in inclement weather; may require some travel to various City locations and will be on call 24/7 to respond to situations as necessary.

Class Code: 2620

EEO Code: N-02

Pay Code: AT-40

Group: Clerical and Administrative

Series: General Administrative

Effective Date: July 29, 2020