

## **CLASS TITLE: COMMUNICATIONS ENGAGEMENT SPECIALIST**

**PURPOSE OF CLASSIFICATION:** Under general supervision performs community engagement activities, including developing and writing news releases for distribution, conducting media interviews, and creating official videos and content to communicate the programs and services available at the City of Tulsa, and performs other related assigned duties.

### **ESSENTIAL TASKS:**

- Produces, films, and edits official videos for the City of Tulsa
- Creates communication plans for programs and initiatives and strategizes best practices for distribution and engaging the desired audience
- Conducts interviews, represents the City, and serves as a Public Information Officer for targeted audiences.
- Provides ongoing input, information, and materials supporting both internal and external communication efforts about the City's programming and vision
- Cultivates relationships across diverse communities and serves as a connection between the community and the City of Tulsa
- Facilitates engagement opportunities, creating collaborative opportunities to strengthen relationships with the City and citizens
- 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 Experiences:

Completion of 120 hours from an accredited college or university and two (2) years of experience in a field relevant to the essential tasks of this job description or completion of 60 hours from an accredited college or university and four (4) years of experience in a field relevant to the essential tasks of this job description.

Knowledge, Abilities, Skills: Considerable knowledge of multimedia production and broadcast methods and techniques; good knowledge of video production equipment; and good knowledge of appropriate communication procedures; knowledge of interview styles and best practices; knowledge of the City of Tulsa, the city's history, and of current events. Ability to produce and edit a completed video with audio and video components and equipment; ability to film B-roll; ability to perform voice overs; ability to storyboard production ideas; ability to develop stories independently; ability to lead communications personnel; ability to communicate effectively both verbally and in writing; ability to engage citizens across diverse backgrounds and cultures; and the ability to understand and influence the behavior of others within the organization, customers or the public in order to achieve job objectives and cause action or understanding.

Ability to read, write, and speak Spanish fluently required.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting, carrying, pushing and pulling up to 20 pounds; may be subject to sitting for extended periods of time, walking, reaching, balancing, bending, kneeling, handling, feeling, climbing, smelling and twisting; and vision, speech and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid Oklahoma Class "D" Driver's License.

**WORKING ENVIRONMENT:** Working environment is primarily indoors in an office environment; requires some travel to various City locations; and requires some evening or weekend work.

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**Class Code: 2626**

**EEO Code: N-02**

**Pay Grade: AT-32**

**Group: Engineering, Planning, and Technical**

**Series: Communications Operations and Maintenance**

**Effective Date: September 15, 2021**