



# CLASS TITLE | MARKETING AND COMMUNITY OUTREACH COORDINATOR

PAY GRADE: AT-32| [www.cityoftulsa.org/pay](http://www.cityoftulsa.org/pay)

Class Code: 2646

Effective Date : 03/08/2023

**PURPOSE OF THE CLASSIFICATION:** Under general direction, manages digital media for the Parks Department, as directed by management, including assisting in the coordination of marketing initiatives, communicating activities and promoting public awareness through marketing strategies and campaigns, development of website and social media content, and the cultivation of relationships with Parks staff and the identification of marketing/advertising opportunities and coordinating approved budgets for said opportunities; and performs other related assigned duties.

## ESSENTIAL TASKS:

- Manages and develops digital media content for Tulsa Parks, assisting in the development of marketing strategies, engaging audiences through strategic, integrated marketing strategies and campaigns
- Fosters relationships with parks staff through attendance at Parks meetings and events to execute marketing and communication activities
- Tracks and reports on metrics and data from digital marketing platforms, making recommendations for increase effectiveness in future campaigns
- Coordinates with Parks Department to create and distribute newsletters, recreation guides, training manuals, and other targeted materials to encourage use of Parks and participation in Parks related activities
- Works proactively with Recreation and Programming staff to identify underrepresented user groups and communities, assisting with developing targeted strategies to address issues and to encourage participation and use of parks programs and facilities
- Makes recommendations for advertising opportunities, marketing/advertising budgets, assisting in the administration and coordination of approved budget(s) and in the preparation and monitoring of expenditures
- Tracks and reports on metrics and data from digital marketing platforms, making recommendations for increased effectiveness in future campaigns
- Assists in pitching earned media opportunities for Tulsa Parks
- Prepares presentations for community events, either to be given in person or through the use of digital platforms
- Coordinates regularly with the Director of Parks, Culture and Recreation or their designee on annual plans and priorities
- 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: Must meet the following criteria or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 100:

- a) Graduation from an accredited college or university with bachelor's degree in public relations, marketing, public administration, communications or a related field; **and**,
- b) Two (2) years of experience in public relations or a related field

## Knowledge, Abilities and Skills:

Knowledge of:

- Considerable knowledge of the principles, methods and practices of public affairs, marketing, customer service, and community outreach
- Considerable knowledge of digital and printed media
- Considerable knowledge of the principles of marketing and promotions
- Working knowledge of design programs, radio ad script forms, and print layout techniques/processes
- Design standards



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Ability to:

- Plan and develop marketing and public relations programs
- Plan and manage public engagement meetings and programs
- Manage time effectively and efficiently and carry projects to a timely completion
- Organize and present information in a clear, concise manner
- Communicate effectively verbally and in writing
- Design promotional material on a computer
- 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
- Capture and edit photos and videos
- Travel during work hours to Tulsa Parks locations, events, and activities

Skill in:

- Industry-related graphic design software or applicable software
- Writing and editing using Associated Press style and standards
- Write with brand voice
- Web and social media content creation and best practices

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

Licenses and Certificates:

- a) Possession of a valid class "D" Oklahoma Driver license

**WORKING ENVIRONMENT:** Working environment is primarily indoors in an office setting and requires travel to various City locations, subject to irregular hours, including nights, weekends and holidays.

**EEO Code: N-02**

**Group: Clerical and Administrative**

**Series: General Administrative**