



CLASS TITLE | COUNCIL COMMUNICATIONS OFFICER II

PAY GRADE: CS-68 | www.cityoftulsa.org/pay

Class Code: 3606

Effective Date : 08/02/2023

PURPOSE OF THE CLASSIFICATION: Under general supervision produces and broadcasts live, recorded and feature programming for the City Council's government access television and online channels, including assisting in the creation of print, web, social media, photo, graphic design and other media content to support the communication needs of the City Council; and performs other related assigned duties.

ESSENTIAL TASKS:

- Produces all aspects of original and live programming for the City Council's government access television and online channels from inception to broadcast. This includes, but is not limited to public service announcements, news conferences, special feature programs, Council regular and committee meetings, and select City authority, board and commission meetings, in coordination with the Senior Council Communications Officer and in accord with Council standards, policies, branding and strategic planning.
- Troubleshoots critical systems daily, regularly researching and recommending upgrades and improvements to broadcast systems
- Coordinates with public information officers, City staff and other entities to produce government access programming and other media content
- Ensures compliance with local and national government access channel standards
- Identifies, acquires, modifies, copies and disseminates existing broadcast material
- Prepares advanced digital and print communication materials, such as news releases, informational guides, infographics, presentations, and other official statements and messaging
- Creates complex content for the Council website and social media accounts, including producing news stories and other messaging
- Trains other personnel, interns and volunteers to support video and production activities as directed and acts as a backup to other City Council communications staff
- Advises the Council staff on trends, issues, management, and communications strategies related to websites and social media.
- Develops analyses and reports to effectively monitor performance and opportunities for the Council website and social media channels.
- Leads the implementation of some communications projects and informational campaigns such as those relating to Council task forces, working groups, priorities, initiatives, and plans.
- Must report to work on a regular and timely basis while being able to adjust to a variety of broadcast schedules

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

QUALIFICATIONS:

Training and Experience: Must meet the following criteria per Personnel Policies and Procedures, Section 100:

- (a) Graduation from an accredited college or university with a bachelor's degree in video or multimedia production, communications, broadcast journalism, creative arts, or a related field;
- and,**
- (b) Three (3) years' experience in broadcasting, journalism, communications, multimedia production, or a closely related field

Knowledge, Abilities and Skills:

Knowledge of:

- Considerable knowledge of multimedia production and broadcast methods and techniques



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- Video production equipment
- Platforms for content publishing online
- Appropriate communication procedures and best practices, including social media.

Ability to:

- Troubleshoot problems with live production equipment and software
- Communicate effectively both verbally and in writing to a diverse audience
- Understand and influence the behavior of others within the organization, with customers or the public, in order to achieve objectives and cause action or understanding.
- Develop public relations programs and activities
- Manage multiple complex projects in a fast-paced, deadline-driven environment and adapt quickly to changes
- Gather knowledge and information regarding data analysis and problem-solving.

Skill in:

- Considerable creative skill and attention to detail is essential to produce high quality content from inception to broadcast to be shared with the public.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard, telephone, computer mouse and video camera; occasional lifting, carrying, pushing and pulling up to 20 pounds; may be subject to sitting for extended periods of time, standing, 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:

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

WORKING ENVIRONMENT: Working environment is primarily indoors in an office or control room setting; requires some travel to various locations; and requires some evening and irregular work hours.

EEO Code: N-02

Group: Clerical and Administrative

Series: General Administrative