



CLASS TITLE | MEDIA AND MARKETING MANAGER

PAY GRADE: EX-44 | www.cityoftulsa.org/pay

Class Code: 2126

Effective Date: 09/25/2024

PURPOSE OF THE CLASSIFICATION: Under general direction, supervises, plans, and implements marketing and public/media relations activities to achieve project goals and strategic objectives, initiates and manages complex projects and informational campaigns, presents information to the media, City leadership, and the public, trains and advises City supervisors and spokespersons on public information practices; and performs other related assigned duties.

ESSENTIAL TASKS:

- Manages comprehensive and layered communication using Research, Planning, Implementation, and Evaluation (RPIE) strategies for City events and projects to reach internal and external customers
- Serves as a primary point of contact for all media inquiries, while managing and maintaining contact information, databases, and media lists
- Manages and facilitates the purchase of advertisements for paid marketing purposes
- Supervises personnel responsible for coordinating marketing and media relations functions for the City
- Trains and develops internal customers on public information practices to use in their area of expertise
- Attends on-site media interviews providing support to internal customers
- Works closely with department director on matters of significance including strategic planning and operations management
- Serves as a public information officer and liaison in the joint information system during crisis or emergency events
- Reports 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 one of the following criteria:

1. (a) Completion of 120 hours from an accredited college or university with coursework focusing on communications, marketing or public relations or field relevant to the essential tasks listed in this job description; **and**,
(b) Seven (7) years' experience in communications, marketing or journalism.

Or

2. (a) Completion of 60 hours from an accredited college or university with coursework focusing on communications, marketing or public relations or field relevant to the essential tasks listed in this job description; **and**,
(b) Nine (9) years' experience in communications, marketing or journalism.

Knowledge, Abilities and Skills:

Knowledge of:

- Audio/visual equipment operation and setup
- Advanced public relations methods, techniques, and strategies
- Considerable knowledge of the City of Tulsa's geographic and demographic areas
- Considerable knowledge of the Incident Command System (ICS) and Joint Information System (JIS)

Ability to:

- Identify news cycles, reporter interests and habits and current local and national events



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- Lead media training and identify interview techniques using industry best practices
- Utilize Nielsen ratings to inform marketing and communications strategies
- Take quality pictures and video
- Master multiple different voices and messaging styles
- Think quickly, manage stress, and work fast and thoroughly in complex crises situations

Skill in:

- Basic computer applications
- Written communication methods, including AP style and speechwriting

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 50 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: Possession of the following:

- a) Valid Oklahoma Class "D" Driver License
- b) Accredited Public Relations (APR) certification preferred

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.

EEO Code: E-02

Group: Administrative

Series: Communications and Public Relations