

CLASS TITLE: DEPUTY DIRECTOR OF COMMUNICATIONS

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

ESSENTIAL TASKS:

- Serves as a primary point of contact for all media requests concerning the Mayor, Mayor's Office and City of Tulsa issues
- Serves as a primary point of contact for media Open Records Act requests concerning the Mayor, Mayor's Office and City of Tulsa
- Assists in developing and implementing communications strategies and plans for the Mayor's Office and City of Tulsa specific to key initiatives and events, utilizing proactive communications strategies
- Assists in preparing news releases and draft responses to be approved by Mayor, Mayor's Office and City of Tulsa for local, statewide and national distribution
- Assists in developing communication materials, such as official statements, talking points, fact sheets and white papers for the Mayor and management team 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 Mayor's Office and the City of Tulsa
- Advises Mayor's Office and City of Tulsa Department heads on communications strategies and media trends and evaluate current events and media reports for their impact on the City of Tulsa
- Maintains a good working relationship with the Mayor, management team, department heads, media, and constituents
- Serves in the Joint Information Center during an emergency response, Emergency Operations Center activation and may serve as a Public Information Officer for the City of Tulsa and Mayor's Office 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 five (5) years experience in responsible public information activities, including two (2) years in a supervisory or management capacity; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of journalism practices and editing techniques; considerable knowledge of marketing, public relations, promotion of events and information program development; considerable knowledge of urban dynamics and City government; considerable knowledge of communication policies, procedures and planning principles and methods; considerable knowledge of principles and practices related to public information and communication strategy; and considerable knowledge of management practices and principles. Ability to write speeches; ability to design and develop manuals, brochures and other written materials; ability to plan and develop a comprehensive public relations program; 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

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pounds; may be subject to walking, standing, sitting, reaching, bending, handling and twisting; and vision, speech and hearing sufficient to perform the essential tasks.

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

Working Environment: Working environment is primarily outdoors in an office setting but may require traveling to various locations both indoors and outdoors.

Class Code: 1182

EEO Code: E-02

Pay Code: EX-44

Group: Clerical and Administrative

Series: General Administrative

Effective Date: February 7, 2018