



CLASS TITLE | COMMUNICATIONS OFFICER

PAY GRADE: AT-32 | www.cityoftulsa.org/pay

Class Code: 2666

Effective Date: 09/18/2024

PURPOSE OF THE CLASSIFICATION: Under direction develops concepts, collects information, writes, and/or edits and coordinates the production of regular City of Tulsa publications; plans and coordinates informational campaigns and special projects from beginning to completion; compiles and researches information necessary to create a successful production or project and performs other related assigned duties.

ESSENTIAL TASKS:

- Plans and coordinates printed, web and electronic projects from concept to completion, working with staff and other departments to assess needs and measure deliverables
- Collects and compiles information through research and personal contact with all City Departments
- Tracks costs of projects and recommends budgetary considerations
- Conceptualizes ideas for communication plans and campaigns which includes media relations, advertising, social media marketing, and public outreach
- Creates and/or revises strategic plans for assigned projects, initiatives, and objectives
- Writes and/or edits copy and coordinates the production of annual, periodic and special publications, website pages and electronic presentations
- Coordinates and assists with various public meetings
- Assesses project suitability for video programming and prepares storyboards, scripts, and production plans
- Collects necessary information and writes articles, web page content, reports, presentations, media releases, fact sheets, scripts and all materials associated with assigned projects
- Coordinates production of newsletters, annual reports, brochures and presentations
- Works with other staff writers to develop information packages for special events
- Acts as media liaison on issues and events and speaks on behalf of various City departments
- Works with graphic designer and clients to create maps, charts and other graphics for both external and internal publications
- Administers and oversees contracts with design or outside agencies used on a project
- Develops communication project specifications for proposal requests from outside vendors
- 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 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 a bachelor's degree in journalism, communications or public relations; **and,**
- (b) Two (2) years of journalism or editorial experience.

Knowledge, Abilities and Skills:

Knowledge of:

- Considerable knowledge of writing techniques, English, spelling, grammar and punctuation, formatting and layout principles, publications production scheduling and vendor requirements
- Considerable knowledge of word processing and desktop publishing software



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Ability to:

- Identify reader needs, conceptualize ideas, collect information and compose written documents
- Edit the writing and work of others and carry projects to timely completion
- 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

Skill in:

- Creativity and attention to detail
- Basic computer applications

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 60 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 a valid class "D" Oklahoma Driver license

WORKING ENVIRONMENT: Working environment is primarily indoors in an office environment.

EEO Code: AT-32

Group: Clerical and Administrative

Series: Clerical