

CLASS TITLE: MARKETING AND PUBLIC RELATIONS COORDINATOR

PURPOSE OF THE CLASSIFICATION: Under general direction promotes sales to generate revenue for the Tulsa Performing Arts Center Trust (TPACT) events and local arts organization activities, manages the marketing and public relations programs and performs other related assigned duties.

ESSENTIAL TASKS:

- Develops and implements marketing plans for TPACT/SummerStage events/festival, customizing each plan to optimize sales generation
- Serves as media contact and spokesperson for TPACT/SummerStage productions, conducting press conferences/interviews with local TV and print media, speaking on radio broadcasts, at community functions and in classrooms, promoting not only TPACT events and awareness but PAC events
- Provides media with video/sound clips, press release kits, promotional giveaways, historical event information and high resolution art with each contact
- Arranges media interviews with artists, if available
- Designs print ads/flyers/program inserts, writes ads for local radio spots and supervises TV spot creations
- Oversees and directs to completion contracted brochure, banner and poster design projects, providing artwork, copy and concept ideas
- Serves as content webmaster and liaison with host for the TPACT website and monitors other online sites and event calendars
- Responsible for tracking, maintaining and balancing the TPACT and SummerStage marketing budgets
- Makes determinations, negotiates, maintains and must justify numerous TPACT marketing and annual SummerStage festival contracts and media buys
- Organizes and oversees marketing activities unique to each event, including creating lobby entertainment, marketing display, power point presentation for PAC monitors and public print media, meeting and talking with the public via the marketing table and assisting with any customer service complaints, concerns or requests
- Secures SummerStage and assists with securing and implementing TPACT sponsorships
- Assists TPACT grant recipient organizations or individuals with marketing discussions/advice, supplying media contacts, mailing/email lists and provides workshops to help performers grow audiences and generate publicity
- Prepares and delivers presentations to TPACT board, the public and other organizations as needed
- Plans, develops and coordinates launch parties, including writing programs/speeches, designs invitations, plans entertainment, contracts catering and sets menu, generates publicity, coordinates room design and technical needs and solicits sponsorships
- Assists with needs of visiting performers for TPACT events
- Assists the Program Director meeting with individuals, community groups and organizations to understand the public's diverse entertainment/educational needs

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 bachelor's degree in public relations, marketing, public administration or journalism; and four (4) years of experience in public relations or a related field; or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Considerable knowledge of public relations practices and techniques; considerable knowledge of electronic and printed media; considerable knowledge of the principles of marketing and promotions; good knowledge of the safety hazards surrounding a theatrical stage; and working knowledge of design programs, radio ad script forms, and print layout techniques/processes. Ability to plan and develop marketing and public relations programs; ability to work effectively with the media, out-of-town promoters, hotel management, independent contractors, artists and other

organizations utilizing the facility; ability to organize and present information in a clear, concise manner; ability to communicate effectively verbally and in writing; ability to design promotional material on a computer, and the ability to 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.

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; frequent walking with occasional standing; may be subject to occasional lifting up to five (5) pounds and occasional carrying up to fifty (50) pounds; frequent balancing, bending, handling, feeling, and climbing; occasional reaching, kneeling, and twisting; vision, speech, and hearing sufficient to perform the essential tasks.

Licenses and Certificates: Possession of a valid Oklahoma Class "D" Operator's License.

WORKING ENVIRONMENT: Working environment is primarily an office environment, subject to irregular hours, including nights, weekends and holidays.

Class: Code: 2596

EEO Code: N-03

Pay Code: AT-40

Group: Clerical and Administrative

Series: General Administrative

Effective Date: November 30, 2011