



CLASS TITLE | DIRECTOR OF EXTERNAL AFFAIRS, CITY COUNCIL

PAY GRADE: CS-80| www.cityoftulsa.org/pay

Class Code: 2103

Effective Date: 12/20/2023

PURPOSE OF THE CLASSIFICATION: Under general direction, is responsible for complex communications, community engagement initiatives, effectively managing the City Council's strategic communications and brand, overseeing local government television operations, leading council media relations, and managing City Council communications and engagement staff and performs other related duties as assigned.

ESSENTIAL TASKS:

- Leads and directs strategic communications on behalf of the Tulsa City Council for internal and external audiences, including actionable communication goals and objectives to accurately inform target audiences of the City Council's legislative priorities and activities
- Manages a diverse, skilled communications, community engagement, and broadcast media staff with knowledge of all aspects of communications, public relations, marketing, broadcast techniques, and graphic design
- Assists the Council Administrator in planning, assigning, supervising, and reviewing the work performed by the Council staff, and assumes the Council Administrator duties in the Administrator's absence including resolving interdepartmental and external issues.
- Provides consulting to City Councilors and Council Staff to ensure accurate and effective communication to the public and relevant stakeholders.
- Oversees the policies and manages the development of processes, key performance indicators, and goals for City Council constituent contacts and regularly evaluates the same
- Oversees the development of Council audio-visual productions, digital and print communication materials such as news releases, informational guides, infographics, presentations, and other official statements and messaging for the Tulsa City Council and other special legislative projects as requested
- Manages Tulsa's Government Television (TGOV) station including establishing the Council Office's TGOV vision and strategic direction, makes budgetary recommendations for associated accounts, develops, and implements policies, and ensures sufficient training and staff support
- Acts as the central point of contact on all branding matters for the Council by developing, monitoring, and ensuring brand standards
- Serves as primary point of contact for all Council media inquiries and facilitates delivery of strategic messages to media and the public on legislative matters, conducts research to present appropriate background material, and organizes press conferences on behalf of the City Council
- Serves as a primary point of contact for media Open Records Act requests concerning the Tulsa City Council Office
- Manages and establishes strategic direction for Council website and social media accounts to ensure current, relevant, and consistent site content, including producing news stories and other messaging
- Manages the work of and sets policies for Council Communications positions and interns who facilitate video and production activities, community engagement efforts and protocols, citizen contacts, and public facing communication content
- Reports to work on a regular and timely basis

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



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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) Completion of 120 hours from an accredited college or university with a focus in multimedia production, broadcast journalism, public relations, communications, marketing, or related field;
- and,**
- (b) Seven (7) years of experience relevant to the essential tasks listed in this job description
- (c) Master's degree and two (2) years' experience supporting senior leadership or elected officials is preferred.

Knowledge, Abilities, and Skills:

Knowledge of:

- Considerable knowledge of multimedia production and broadcast methods and techniques
- Good knowledge of video production equipment and software
- Good knowledge of platforms for content publishing online
- Considerable knowledge of appropriate communication procedures and best practices, including social media
- Demonstrated knowledge of the operations of a large governmental or public administrative agency
- Demonstrated knowledge of one-way and two-way public communication and public engagement methods or equivalent experience in a customer-focused environment
- Demonstrated knowledge of process evaluation methods
- Working knowledge of the legislative function of a municipal government
- Working knowledge of computer systems and applications

Ability to:

- Ability to assess and evaluate high profile strategic issues, determine resolution, and advise management
- Ability to schedule broadcast activities and lead communications personnel
- Ability to communicate effectively both verbally and in writing to a diverse audience
- Ability to understand and influence the behavior of others within the organization, customers, or the public
- 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
- Demonstrated ability to prioritize tasks and adjust in a fast-paced environment
- Ability to supervise others
- Ability to diplomatically solve problems
- Ability to work independently and to recognize, analyze and solve problems by deeply understanding the underlying problem.
- Ability to work in a politically sensitive environment with multiple priorities and tight deadlines.



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Physical Requirements: : Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting, carrying, pushing and pulling up to 20 pounds; may be subject to sitting for extended periods of time, 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 setting with some travel to other City locations.

EEO Code: E-02

Group: Clerical and Administrative

Series: General Administrative