



# CLASS TITLE | DIGITAL AND EMPLOYEE ENGAGEMENT MANAGER

PAY GRADE: EX-44 | [www.cityoftulsa.org/pay](http://www.cityoftulsa.org/pay)

Class Code: 2125

Effective Date: 09/25/2024

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**PURPOSE OF THE CLASSIFICATION:** Under general direction supervises, plans and implements web content and social media strategies to achieve project goals and Communications' strategic objectives for City services, programs; and initiates and manages to completion complex projects and informational campaigns; presents information and performs other related assigned duties.

## ESSENTIAL TASKS:

- Planning, implementing, managing, monitoring, and upgrading the City's websites
- Responding to and troubleshooting all website issues
- Develops original content or edits existing news, feature stories, programs and service content for City websites, ensuring appropriate information and items consistently shared with other members of the Communications Department for optimum integration
- Reviews secondary sources to identify news and information of value to City web or social marketing audiences
- Develops, manages and assigns writing and photo responsibility for website, social media, and newsletters
- Manages incoming requests for content maintenance and updates and works with the technical and creative leads to complete requests in a timely manner
- Supervises personnel responsible for employee communication, TARE marketing outreach, and photo and video services.
- Monitors and enforces all website postings for compliance with City online policies
- Directs IT support on needed changes to architecture on City sites to fulfill strategic objectives for the web
- Develops content and leads content contributors in voice and style sheets, including training and providing ongoing support
- Advises Communications' manager and department heads on trends and issues, management and communications' strategies related to websites and social media
- Develops Communications' plans for departments and projects utilizing proactive communication strategies
- Serves as backup in the Communications Manager's absence
- Planning, developing, implementing, and managing strategies for the City's social media accounts
- Monitors engagement and engages with residents and social followers as appropriate
- Tracks analytics on social platforms and implements strategic plans and campaigns
- Enforces and updates City Social Media Policy and manages implementation of guidelines for all audiences
- Serves as digital public information officer in the EOC joint information center 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 sixty (60) hours from an accredited college or university with coursework focusing on communications, public relations or a related field; **and**,  
(b) Nine (9) years of progressively responsible professional experience in web development and content management systems

**Or**



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2. (a) Completion of one hundred-twenty (120) hours from an accredited college or university with coursework focusing on communications, public relations or a related field; **and**,  
(b) Seven (7) years of progressively responsible professional experience in web development and content management systems.

### Knowledge, Abilities and Skills:

#### Knowledge of:

- Principles, methods and practices of public affairs and community outreach
- Considerable knowledge of methods and techniques of writing for marketing and public/media relations
- Considerable knowledge of principles and practices of sound business communication, correct English usage, including spelling, grammar and punctuation
- Considerable knowledge of word processing and content management system

#### Ability to:

- Manage time effectively and efficiently and carry projects to a timely completion
- Apply writing style and techniques appropriate for differing business and journalistic/public relations purposes
- Supervise and coordinate projects, programs, initiatives and events and develop public relations programs and activities
- Communicate clearly and concisely, verbally and in writing
- Manage multiple, complex projects in a fast-paced deadline-driven environment and adapt quickly to changes
- Establish and maintain effective working relationships with all levels of City management, elected officials, representatives of other government agencies, business and community leaders, employees, media representatives and the public
- 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:

- Content management systems
- Web development
- Content strategy
- Data analytics
- Social and digital platforms
- Paid social advertising
- HTML
- CSS

Physical Requirements: Arm and hand steadiness and finger dexterity enough to use a keyboard and telephone; occasional lifting and carrying up to 20 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



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**WORKING ENVIRONMENT:** Primarily indoors in an office environment and must have flexibility to work nights or weekends as necessary.

**EEO Code: N-02**

**Group: Clerical and Administrative**

**Series: General Administrative**