



Job Title: **Graphic Storyteller**

Department: Communications and Public Relations
Reports To: Director of Communications
Grade: BG-06
Number of Days: 12 Months
Security Access: Education Service Center
Current Date: October 29, 2018
Overtime Status: Exempt

Mission and Vision: Tulsa Public Schools is the destination for extraordinary educators who work with our community and families to ignite the joy of learning and prepare every student for the greatest success in college, careers and life. Our mission is to inspire and prepare every student to love learning, achieve ambitious goals and make positive contributions to our world.

Core Values: Our core values guide how we work and interact with each other at every level of the organization. We embrace and embody these values every day:

- **Equity:** All children deserve the opportunity to develop their full academic and social potential. Our diversity is a community treasure, and we must foster an inclusive environment by examining biases and resolving unfair practices.
- **Character:** We are honest, trustworthy and have high standards of behavior. We do the right thing even when it is hard. While we do not always agree, we treat one another with kindness and respect.
- **Excellence:** We work hard together and expect a lot of one another because high standards produce exemplary knowledge, skills, abilities and mindsets.
- **Team:** We care for one another, support the personal and professional development of one another, and work together to improve our community
- **Joy:** Joy at school and at work makes us more productive, because when we create, innovate and imagine, our motivation grows. We want to ensure that everyone knows the excitement that comes from working deeply on a problem, task or concept and experiencing breakthrough moments.

Position Summary: Under the direction of the director of communications, the graphic storyteller will leverage words, photos, and graphic design to inform and engage internal and external audiences about district news, events, issues, and strategic priorities. The ideal candidate must be a creative and highly collaborative graphic designer who uses words and images strategically to evoke emotion, call viewers to action, and convey a clear and compelling message about Tulsa Public Schools. The graphic storyteller must also work well in a fast-paced environment while managing multiple projects and work-streams.

Minimum Qualifications:

- Alignment with vision, values and goals of TPS
- Familiar with using a Mac
- Proficient in Adobe Creative Cloud including After Effects, Illustrator, InDesign, Photoshop, and

- Premiere;
- Bachelor's degree or equivalent experience in graphic design, marketing, communications, web design or related field
- Familiar with HTML and CSS.
- Minimum of 5 years of industry experience

Responsibilities and Essential Functions: The following duties are representative of performance expectations.

- Serve as lead on district branding and design, ensuring that school and district graphic materials align to the same high-quality brand standards;
- Create exceptional promotional and informational collateral including publications, social media graphics, infographics, fliers, posters, banners, and brochures;
- Solicit design briefs from requestors and adhere to required timelines while effectively managing multiple design projects;
- Provide graphic design services to all district office teams and to school teams as needed;
- Integrate graphic storytelling into the district's educator recruitment and retention efforts;
- Serve as graphic design lead for district's enrollment and marketing efforts;
- In collaboration with the communications team, pro-actively identify opportunities for graphic design to be used to improve and elevate messaging
- Develop processes and procedures necessary to effectively manage the district's branding presence.
- Keep current on industry best practices and trends.
- Perform other duties as assigned.

Skills and Abilities Required: The following characteristics and physical skills are important for the successful performance of assigned duties.

- Proven experience and success in creating visual concepts that inspire, inform, and engage the public.
- Strong verbal/written communication skills with a keen eye for using word choice and placement to drive strategic design.
- Proficient with all programs in the Adobe Creative Cloud, with emphasis on Premiere Pro, After Effects, Illustrator and Photoshop.
- Proficient with MS Office suite.
- Ability to balance competing priorities in a constantly changing environment
- Excellent critical thinking and problem-solving skills.
- High-degree of professionalism, with the ability to take initiative while demonstrating sound judgement.
- Ability to work in a collaborative environment managing competing priorities while engaging with internal and external stakeholders.
- Exceptional customer service skills.
- Attention to detail and high bar for personal and professional excellence

Supervisory Responsibility:

- None at this time

Working Conditions: Exposure to the following situations may range from remote to frequent based on circumstances and factors that may not be predictable.

- This position is largely based out of an office environment.

Tulsa Public Schools is committed to building a diverse and inclusive team of individuals who contribute to the district's mission with their talent, skills and energy. Tulsa Public Schools is an

equal opportunity employer and does not discriminate against persons because of age, race, color, creed, religion, disability, gender, ethnic or national origin, or veteran status. Tulsa Public Schools prohibits discrimination against individuals with disabilities and will reasonably accommodate applicants with a disability, upon request, and will also ensure reasonable accommodation for employees with disabilities.