



Job Title: Media Relations Manager

Department: Communications and Public Relations
Reports To: Director of Communications
Grade: BG-8
Number of Days: 12 Months
Security Access: Education Service Center
Current Date: September 30, 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, provide day-to-day management and strategic oversight of media relations and social media for Tulsa Public Schools. The media relations manager will ensure that the district continues to have strong and productive partnerships with local and national media outlets and will work proactively to support reporters with leads

and contacts that provide a multi-faceted engaging story. The manager will also serve as the district's primary contact for media inquiries and requests. Working in coordination with the district's PR and marketing coordinator and web manager, the successful candidate will also develop and execute an effective social media strategy that highlights the district's strategic priorities, core values and beliefs, and drives the narrative of Tulsa Public Schools as a destination for excellence to teach, learn, and work.

Minimum Qualifications:

- Alignment with vision, values and goals of Tulsa Public Schools
- Bachelor's degree in communications, marketing, public relations, or related fields
- Experience developing media releases, content for social media, and marketing and public relations collateral
- Exceptional interpersonal and problem-solving skills and proven ability to work effectively and efficiently in high-pressure situations

Responsibilities and Essential Functions: The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Works with the Director of Communications to implement a media relations strategy aligned with the goals and priorities of Destination Excellence
- Serve as primary contact for all media inquiries and requests, working with district and school teams to ensure that members of the press get timely and accurate information and interviews
- Works proactively to identify stories and events for media releases and advisories
- Writes and distributes media releases and talking points
- Develops talking points, one-pagers, and briefings on key district news, issues, and initiatives as well as relevant city and state issues
- Monitors and tracks district media coverage to understand public perception, identify gaps in information-sharing and understanding, and identify emerging issues
- Plans and executes press events
- Develops and manages strong and productive working relationships with both independent and traditional area media outlets
- Works with web content manager and PR and marketing coordinator to develop and implement an effective social media strategy aligned with strategic priorities and key initiatives that increases the district's social media reach and user engagement
- Ensures that district messaging and branding is aligned across external-facing platforms
- Creates learning opportunities for local media representatives to build greater clarity and understanding on key educational issues
- Enhances job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional learning opportunities

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

- Three years' experience in communications, marketing, public relations or related field
- Effective, highly-organized, self-directed project manager with ability to respond and pivot rapidly to the district's changing needs
- Attention to detail and high bar for personal and professional excellence

- Strong writing and editing skills with an understanding of proper grammar and punctuation
- Experience working with traditional media outlets (print, broadcast, radio) and writing for print media
- Ability to work well within tight deadlines in a fast-paced environment
- Self-directed, collaborative, and creative problem-solver
- Experience with social media platforms such as Facebook, Twitter, and Instagram and proven success in expanding platform reach and engagement
- Must be flexible, as job requirements will vary

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.