



Position Title: Director, Communications

FLSA Status: Exempt

Reports to: Deputy Director

Work Schedule: Full-time

Approved by: Executive Director/Board of Directors

About the Oklahoma Public School Resource Center (OPSRC)

OPSRC envisions a quality public education for every child in Oklahoma. Our mission is to drive transformation and increased academic achievement within Oklahoma's public education system.

Job Description

The Director, Communications is responsible for planning, development, and implementation of all of the OPSRC's marketing strategies, marketing communications, and public relations activities, both external and internal. Additionally, the Director works with member schools to support their communication efforts including providing communications training and providing direct feedback to member organizations.

Key Abilities and Attributes

- Experience as a public relations professional.
- Ability to establish and maintain effective working relationships with state agencies; local, state, and national media; state legislators and legislative staff; OPSRC member schools; educational entities; and other key stakeholders.
- Must be detail oriented, extremely organized, and have exceptional written and oral communication skills.
- Passionate about public education. OPSRC is dedicated to identifying solutions to improve public school options for ALL children in Oklahoma. All employees will operate with a sense of urgency and possibility.
- Must be able to work collaboratively in a culturally and politically diverse community.
- Willing to support all departments and directors with internal and external communication needs.

Primary Job Responsibilities

- Implement a comprehensive communications plan including: website management, event planning, marketing, public relations, media relations, and outreach efforts. This may include planning and participating in OPSRC sponsored events.
- Manage the development, distribution, and maintenance of all print and electronic collateral/branding including, but not limited to, newsletters, brochures, press releases, OPSRC website, and other social media venues.
- Maintain the OPSRC website ensuring that new and consistent information (article links, stories, and events) is posted regularly. This will be in conjunction with program directors.
- Implement member communication plan that includes targeted newsletters and product updates. Build and maintain differentiated email lists to support targeted newsletters and marketing.

- Develop and conduct workshops and training seminars for OPSRC members on topics such as community awareness, developing positive public relations, communications strategies, and online content management.
- Work with member schools when a crisis situation occurs to ensure the best possible outcome for the school.

Minimum Qualifications

- Bachelor's Degree in marketing, communications, journalism, public relations or related field.
- 5+ years of relevant professional experience
- Preference for someone with a familiarity with education laws, policies, and rules.
- Experience in providing professional development for both large and small audiences.
- Ability to use current versions of word processing, spreadsheet, presentation and publishing software applications.
- Light travel may occasionally be required-- across Oklahoma for meetings or nationally for conferences. Must have a valid driver's license and auto insurance.

Salary and Benefits

Salary for this position is competitive and depends on prior experience. In addition, a comprehensive benefits package is included.

Work Environment

The OPSRC office is located at 309 NW 13th St., Oklahoma City in a two-story structure which has no elevator. When necessary, meetings will be conducted in space accessible by all. Some locations visited during the course of executing job duties may not be wheelchair accessible; some time may be spent participating in outside activities.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel, such as keyboarding and writing. The employee frequently is required to reach with hands and arms and talk and hear. Must have visual acuity to read and draft reports, memos, letters, etc. Specific vision abilities required by this job include vision adequate for the incumbent to perform the responsibilities and functions of the job efficiently. Must be able to walk, climb stairs, kneel, crouch, crawl, and lift arms and hands above shoulder level. Must be able to lift and carry items up to 25 pounds occasionally. Must be able to manually operate and use a computer. Must be able to clearly hear and understand telephone conversations. Must be able to speak and communicate clearly.

The qualifications, physical demands, and work environment described herein are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

Equal Opportunity Employer

To provide equal employment and advancement opportunities to all individuals, employment decisions at OPSRC will be based on merit, qualifications, and abilities. OPSRC does not discriminate in hiring, promotion, or any other aspect of your employment on the basis of race, color, religion, gender, age, national origin, physical or mental disability, marital status, sexual orientation, or any other characteristic protected by law.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

I acknowledge that I have read and understand this job description.

Employee signature

Date

Employee Printed Name