

GRADE: 13
DIVISION: CREATIVE SERVICES AND MARKETING

POSITION SUMMARY:

Under general supervision, contributes to the marketing and public relations efforts of Department and assists in planning, organizing, directing, and coordinating ongoing and special projects.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

The following functions represent the majority of the duties performed by the position, but is not meant to be all-inclusive or prevent other duties from being assigned when necessary.

ESSENTIAL JOB FUNCTIONS:

1. Coordinate and executes THD and community events, including the annual Tour de Tulsa bike ride in collaboration with the Tulsa Bicycle Club.
2. Collaborates with Pathways to Health to maintain documents for Tour de Tulsa, including budgetary needs.
3. Assists in marketing efforts, including website, online event calendars, e-newsletters and social media, to promote events and THD programs and initiatives. Collaborates with design staff to develop event marketing materials.
4. Assists with the regular maintenance of the THD website and routinely updates Tour de Tulsa social media accounts and assists with THD general and agency-associated social media accounts.
5. Completes photo and video projects, including shooting, editing and digital distribution.
6. Assists with the copywriting, design, printing coordination and distribution of THD promotional materials including program brochures, fliers, posters and other documents for both internal and external distribution.
7. Assists THD Legal Counsel and Executive Director as a legislative liaison to support department policy agenda.
8. Assists with agency strategic planning efforts to develop long-term, strategic goals for the organization.
9. May represent THD at various community meetings.
10. Tracks THD Speakers Bureau and health fair requests and coordinates THD participation at external events.
11. Assembles presentation reports, meeting materials and the agency annual report.
12. Completes required training in support of duties and responsibilities of this position.
13. Other duties as assigned including those required to fulfill activities in support of public health emergencies.

QUALIFICATIONS/SPECIFICATIONS:

Education:

- Bachelor's degree in marketing, public relations, or other related field.

Experience

- One year of marketing and/or public relations experience is required.
- Experience with photo and video shooting and editing preferred.
- Experience with event planning and promotion is preferred.

Knowledge and Skills:

- Microsoft Office products, including PowerPoint, Excel, and Word with proficiency, speed, and accuracy to accomplish tasks.
- Internet skills required.
- Proficient in social media management and content creation.
- Strong interpersonal and communication skills.
- Excellent grammar and proofreading skills.
- Must be able to compose clear, concise correspondence.
- Excellent skills in planning and organization of multiple duties and coordination of major projects.
- Proficiency in AP Style.
- Adobe Creative Suite including the use of a Mac computer.

INTERNAL AND EXTERNAL WORKING RELATIONSHIPS:

- Internal contact with all divisions to provide and/or gather information.
- Frequent external contact with various community agencies, the public and healthcare providers to exchange information and coordinate activities.

PHYSICAL EFFORT:

Lifting materials, record boxes, and equipment weighing up to 30 pounds; reaching files up to a height of seven feet; and stooping and bending to retrieve files/materials in boxes.

SUPERVISORY RESPONSIBILITY / ACCOUNTABILITY:

Direct Supervision – None.

Indirect Supervision – None.

Budget/Money/Material – Responsible for assigned computer hardware and software.

Reports to – Director, Marketing and Creative Services

WORKING CONDITIONS:

No unusual working conditions.

SPECIAL REQUIREMENTS:

- Must maintain THD record confidentiality unless officially authorized to release records.
- Must possess ability and willingness to perform job-related travel.
- Flexibility to work extended daytime and evening hours as necessary.

FLSA Status: Exempt