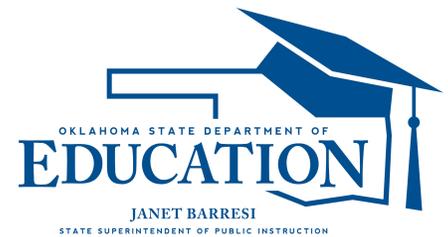


Human Resources Section
2500 North Lincoln Boulevard, Rm. 111
Oklahoma City, OK 73105-4599
Phone 405.521.3977 ~ Fax 405.522.1671
jobs@sde.ok.gov
http://ok.gov/sde/jobs



Executive Director of Communications (371)
Department Services, Hodge Building, Oklahoma City

(Applications will be accepted for this unclassified vacancy until position has been filled)

GENERAL DESCRIPTION

Under administrative supervision, the Director of Communications works to plan, design, implement and manage internal and external communications tactics and strategies for the State Superintendent of Public Instruction and Oklahoma State Department of Education with the overall goal of advancing the mission of the agency.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university with a bachelor's degree in journalism, marketing, public relations, advertising or graphic design.
- Superior & professional level communications skills in the following areas: writing, editing and public relations.
- Proven project management success and a demonstrated ability to motivate, influence and persuade.
- At least 8 years in marketing, strategic communications, public relations, news media or related field.

KNOWLEDGE/SKILLS/ABILITIES

- Professional level writing skills; excellent oral communications and interpersonal skills with the ability to work collaboratively in a diverse and demanding environment; proven track record in developing communications plans for diverse constituencies.
- Strong project management skills with experience leading diverse teams in completing complex and varied projects; excellent problem solving abilities.
- Applicants must be willing and able to perform necessary job-related travel.

EXAMPLES OF WORK PERFORMED

- Supervises and manages all communications staff for the State Department of Education as well as outside vendors and/or contractors hired for various projects (such as freelance writers and artists, consulting editors, etc.). Oversees website and works with internal or external sources necessary to maintain a professional appearance, with accurate and up-to-date content.
- Directs print and electronic publications, photography, videography, public relations and communications efforts toward a consistent organizational identity and overall message.
- Works to ensure positive media exposure to build public awareness of the agency's mission and programs. Advises agency leadership on communications strategy. Serves as project coordinator assisting all divisions in the agency with communications plans and tactics. Serves as supervising editor for press releases, e-mail newsletters, social media, video and audio features, photography, promotional materials, in-house publications, magazines and other pieces.
- Develops comprehensive communications needs and goals of each agency division. Assists administrators and staff in the development of communication plans that will enhance communications with key constituents.
- Serve as the liaison for SDE with external vendors in the development of publications, press releases and other related materials used to promote the agency and/or communicate the agency's mission.
- Assists key personnel in developing and monitoring production schedules in order to meet deadlines and stay within budget. Assists with content development, research, scheduling interviews or photo shoots, writing, editing and proofing, or other tasks as assigned.
- Researches, identifies and suggests opportunities, venues, and methods for keeping Oklahoma parents, teachers, and various school district administrators across the state, and other key audiences informed about agency events and programs.
- Manages and tracks news items, events, programs, etc. that lead to the successful distribution of information via the web, television outlets and print publications.
- Researches and writes and/or collects copy for projects including annual report, brochures, fact sheets, website, newsletters, press releases and other communication pieces, diplomatically ensuring that copy submitted by others is clearly written, edited, and proofed.
- Develop and design fliers, posters, newsletters, emails, and other print and electronic promotional pieces.
- Manage inventory of available photos for publications, website and other communications efforts.
- Work with the senior leadership of agency to assure quality control of publications and website.
- Other duties as assigned.

COMPENSATION

Annual Salary - \$60,000

Retirement Contribution - 7% of annual salary

Insurance (health, life, dental, disability) - \$7,691

Additional benefits include 10 paid holidays, 15 days sick leave and 15 days annual leave per year; longevity pay; dependent health, life & dental coverage available for purchase; \$25 tax-deferred compensation match available.

Code: 4502

Posted: November 7, 2012

It is the policy of the Oklahoma State Department of Education (OSDE) not to discriminate on the basis of race, color, religion, gender, national origin, age, or disability in its programs or employment practices as required by Title VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, and Section 504 of the Rehabilitation Act of 1973. Civil rights compliance inquiries related to the OSDE may be directed to the Affirmative Action Officer, Room 111, 2500 North Lincoln Boulevard, Oklahoma City, Oklahoma 73105-4599, telephone number (405) 522-3319; or, the United States Department of Education's Assistant Secretary for Civil Rights. Inquiries or concerns regarding compliance with Title IX by local school districts should be presented to the local school district Title IX coordinator.

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