

OKLAHOMA PARTNERSHIP FOR SCHOOL READINESS
Job Description
Communications / Marketing Director

Job Title: Communications/Marketing Director

Reports to: Executive Director

Classification (FLSA): Full-time; Exempt

Salary Range: \$55,000-\$65,000

Revision Date: 08/15/2022

General Function

The Communications Director will report to the Executive Director and receive direction from the Director of Operations, act on the message created by the Oklahoma Partnership for School Readiness (OPSR), and develop and execute strategies to increase awareness about school readiness. This position also provides leadership to staff and boards in creating presentations, reviewing and preparing written materials, and ensuring an effective and clear message at all times from OPSR and OPSRF.

The Communications Director also maintains existing web content and creates new applications that add value to the website for the Oklahoma Partnership for School Readiness and the Oklahoma Clearinghouse for Early Childhood Success. Evaluates the use of new integrated content and implements as applicable, works with end-users and stakeholder groups to address change requests, as well as define future functionality.

Essential Functions of the Job

- Develop and execute a major media outreach plan.
- Create, launch and implement a comprehensive, targeted, and sustainable communications plan that supports OPSR's mission.
- Create and execute large scale, web-based campaigns to expand awareness and align resources for OPSR.
- Oversee the OPSR website and social media opportunities.
- Oversee strategic plan objectives relating to communications and resource development.
- Oversee efforts to preserve the OPSR branding effort and usage of OPSR logo.
- Create and execute an internal and external communications strategy.
- Create agency-wide collateral and marketing materials, i.e. newsletter, annual report, brochures, special event materials, electronic newsletter, etc.
- Oversee the design of OPSR's Annual Report to the Governor.
- Write and place press releases, track and archive media clips.
- Manage media relationships.

- Manage relationships with pro-bono graphic designers, freelance writers and other freelance talent as needed.
- Manage communications calendar.
- Perform basic graphic design duties as needed.
- Maintains and assists with the efficiency, flexibility, and functionality of the company's web and digital presence.
- Performs updates to company website properties.
- Supports website projects and their development, including the implementation of the development of new sites and areas and redesign of existing website areas.
- Assists with the planning, implementing and ensuring information architecture for the Clearinghouse site.
- Assists with the management of website infrastructure in collaboration with the Innovation Team at the Oklahoma Department of Human Services.
- Maintains website guidelines, website governance/management documentation, and website retention policies.
- Provides technical support to Clearinghouse applicants, partners and OPSR employees.
- Familiarizes Clearinghouse applicants with the website and makes sure it functions smoothly.
- Responsible for creation of and ongoing updates to web pages, evaluation of website structure and content.
- Coordination with the OKDHS innovation team to analyze and resolve usability issues.
- Tracks, compiles, and analyzes website usage data.
- Develops and documents style guidelines for website content.
- Develops and implements procedures for ongoing website revisions
- Sets up and maintains monitoring tools on web servers
- Perform other duties as assigned by the Executive Director.

Complexity of Skills and Abilities

- Excellent writing, editorial expertise and communication skills.
- Non-profit work experience preferred.
- Functional knowledge of website management (i.e. HTML, FTP, etc.) and graphics software
- Working knowledge of search engine optimization (SEO)
- Adequate knowledge of web design and web development
- Familiar with web service and internet protocols
- Able to work in a team and produce quality output under tight deadlines
- Strong verbal and oral communication skills
- Self-motivated and possess strong analytical skills
- Attention to detail, prioritization skill, and time management
- Quick learner with a positive attitude

Preferred Minimum Qualifications

B.A. in English, marketing, communications, journalism, public relations or equivalent. Three to Five years' experience leading communications or media projects.

Employee Signature

Date

Employee Printed Name

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of OPSR Foundation.