

Oklahoma Department of Corrections
Unclassified Job Descriptor

DIRECTOR OF COMMUNICATIONS

Basic Purpose:

The position in this job family is responsible for preparing and disseminating information regarding the department through newspapers, periodicals, television, radio and other forms of media, and developing public education strategies.

Typical Functions:

- Plans public relations programs and projects; develops and maintains contact with media, professional and civic organizations, governmental entities, and other special interest groups to promote agency programs.
- Prepares speeches, agency newsletters, brochures, web pages, broadcast scripts and other agency informational releases; coordinates major public relations or advertising campaigns for the agency.
- Advises department managers on matters concerning the department's public image; develops and implements marketing plans, evaluates sales and promotional programs.
- Maintains favorable public image for the department by communicating programs and accomplishments, and develops educational and promotional materials for presentation at exhibits, fairs, and conferences.
- Serves as project leader for special public relations projects.

Knowledge, Skills, and Abilities:

Knowledge of public relations principles and techniques; of gathering and analyzing data; of planning, composing, and editing; of media and techniques used to present information to the public; of public relations principles and techniques; of accepted styles for materials released to various media; of media sources and their capabilities; of visual graphics and video techniques. Ability to communicate effectively both orally and in writing; to analyze situations and make decisions; to develop and monitor a budget; and to establish and maintain effective working relationships.

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Education and Experience:

Statutorily Required: N/A

Minimum Qualifications: Bachelor's degree in public relations, marketing, journalism, English or a related field and four (4) years of professional experience in writing, editing, radio and/or television, or public relations; or an equivalent combination of education and experience.