



Director of Communications

Position Title: Director of Communications

Reports to: Chief Operating Officer

FLSA Status: Exempt

Work Schedule: Full-time

Approved: March 2023

About Every Kid Counts Oklahoma (EKCO)

EKCO is uniquely positioned to effect change in the Oklahoma education system by encouraging partnerships with existing education-centered organizations across the state and providing a platform for leaders to have their voices heard for education reform in Oklahoma.

Job Description

The Director of Communications is a strategic thinker with meticulous attention to detail, who can oversee multiple initiatives on a set timeline. The Director of Communications will be responsible for all internal and external communications including: press releases, earned media, multiple social media platforms, blog posts, and oversight of everykidcounts.org while tracking vital analytic information.

Primary Job Responsibilities

- Works with EKCO staff and contractors to capture and curate stories that help demonstrate the success of EKCO-supported work, including coalition-building efforts, programs run or administered through EKCO, education on issues supported by EKCO and other efforts as identified by the executive director or EKCO staff/contractors
- Writes press releases, write op-eds, other content creation including but not limited to podcast topics and content, blog or social media posts, as needed
- Responds to media requests in a timely, helpful, and appropriate fashion
- Coordinates with local and national non-profit and education organizations to form messaging campaigns; distribute information to parents, teachers and business and community leaders
- Submits communication progress reports on a monthly basis to the Chief Operating Officer and Executive Director, and quarterly to the EKCO Board of Directors
- Represents EKCO at education focused events, which may include nights and weekends
- Point person for everykidcounts.org, manages content, updates and reports metrics on a regular basis
- Assists EKCO team members in securing earned media placements to meet KPIs and metrics goals
- Manages multiple social media platforms with targeted campaigns and measured deliverables

- Other duties as assigned

Key Abilities and Requirements

- Bachelor's degree from an accredited university in communications or a related field preferred
- Outstanding organizational and time management skills
- Excellent verbal and written communications skills
- Familiarity and facility with mainstream social media platforms
- Experience with website content editing
- Light travel may occasionally be required-- across Oklahoma for meetings or nationally for conferences. A valid driver's license and auto insurance is required.

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 EKCO main office is located in Oklahoma City at 309 NW 13th Street in a two-story structure with no elevator. Accommodations will be made for meetings on the first floor if needed. Some locations visited during the course of executing job duties may not be wheelchair accessible and 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 EKCO will be based on merit, qualifications and abilities. EKCO 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.