



## JOB OPENING NOTIFICATION

**Position** Vice President of Marketing & Communications  
**Issued** October 18, 2021  
**Close** Until Filled

The Oklahoma Educational Television Authority (OETA) announces the opening of a full-time position titled VICE PRESIDENT OF MARKETING & COMMUNICATIONS located in Oklahoma City. The most qualified candidates will be contacted for an interview.

Reporting to the Executive Director and serving as an integral member of the management team, this position is responsible for the development of OETA's communication strategy and contributes to the organizational strategic planning process. The Vice President of Marketing and Communications manages communications which promotes, enhances, and protects the organization's brand reputation. The position involves a series of strategic and tactical functions and is responsible for OETA's print publications, digital platforms & content, media & public relations, and marketing.

The ideal candidate is an OETA superfan—passionate about our mission and programming. In order to succeed you must have a collaborative disposition, creative outlook, a strong sense of prioritization, and be a motivating leader.

### Responsibilities

- Develop and implement an integrated strategic communications plan to advance OETA's mission, programming, brand identity, and products
- Manage the marketing and communications team
- Create marketing/public relations strategy that will allow OETA's leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers
- Oversee OETA's print communications: annual report, monthly program guide, various marketing materials, and more
- Oversee and/or consult on OETA's digital content and platforms: website, social media, podcasts, video, streaming services, e-news, and more
- Oversee community engagement activities to increase brand awareness
- Seek and manage grants which align with OETA's mission and/or programming
- Seek collaboration opportunities with other OETA teams and external partners



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### Qualifications

- Passion for OETA's mission and knowledge of services
- Bachelor's degree in journalism, communications, or related field is required, an advanced degree is preferred
- Minimum 5 years' experience in a senior management role
- Must be proficient in Adobe products (InDesign, Photoshop, Illustrator, After Effects, etc...)
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance organization's mission and goals
- Must have a strong understanding of various web/digital media; Basic HTML+CSS skills are required
- Creative and thoughtful on how new media technologies can drive OETA's mission
- A minimum of five years' experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print and electronic publications and directories
- Innovative thinker, with a track record for translating strategic thinking into action plans and output; Self-reliant, good problem solver, results oriented
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with management team, OETA's Board of Directors and other staff
- Ability to lift up to 30lbs and have a valid Oklahoma driver's license

### Compensation

Salary up to \$62,000. A generous benefit package including health, leave, retirement plus much more is included.

### How to Apply

Send cover letter, application and resume to OETA, Human Resources, P.O. Box 14190, Oklahoma City, OK 73113, (405) 848-8501. Applications can be downloaded from [www.oeta.tv](http://www.oeta.tv) or in person at 7403 N Kelley Avenue, Oklahoma City.