

Media Relations Specialist

Job Code: 8239

Salary Grade: S08

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

Responsible for identifying, developing, and promoting newsworthy content that supports institutional priorities and aligns with the university's strategic goals. This position involves writing and editing high-quality content, building relationships with local, regional, and national media, coordinating interviews, and tracking media coverage. The role will develop, edit, pitch, distribute, track, and evaluate content including news releases, feature articles, internal communications, and other written materials in support of the University of Oklahoma's goals and strategic plan.

- Proactively identify, research, and produce a minimum of two news stories or equivalent content outputs weekly.
- Conducts independent research and prepare for interviews by reviewing relevant source materials and securing permissions.
- Writes content that adheres to AP style and departmental editorial standards.
- Fact-checks all content thoroughly before publication or distribution.
- Ensures all content and project updates are accurately documented within the department's project management systems.
- Builds and maintains strong relationships with local, regional, and national media outlets, with a focus on beat-specific media.
- Pitches stories and distribute press releases to targeted audiences for maximum visibility and strategic alignment.
- Coordinates and facilitates interviews between university experts and members of the media.
- Monitors media coverage and analyze earned media performance using analytics tools.
- Shares media outcomes and impact reports with internal stakeholders on a regular basis.
- Provides media training and support for faculty, staff, and subject matter experts.
- Assists with maintaining an up-to-date database of OU experts in partnership with account executives and university departments.
- Works closely with colleagues across the department to support collective goals.
- Contributes to various initiatives and tasks that support the broader Marketing and Communications department.
- Performs other duties as assigned

Minimum Qualifications

Education:

- Bachelor's degree in communications, journalism, marketing or related field.

Experience:

- 2 years of experience in media relations, journalism, marketing or related area

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Exceptional written and verbal communication skills, with the ability to craft clear, engaging, and strategic narratives tailored to a variety of audiences.
- Proficiency in media relations tools, including platforms such as *Muck Rack* or similar for pitching and media monitoring.
- Strong editing, proofreading, and composition skills
- High attention to detail, ensuring the accuracy of information, data, and published content.
- Excellent organizational skills, with the ability to manage multiple projects, prioritize tasks, and meet tight deadlines in a fast-paced environment.
- Proficient in Microsoft Office Suite, including Word, Outlook, and PowerPoint.
- Collaborative mindset and the ability to work effectively with interdepartmental teams and across units.
- Strong interpersonal skills, with the ability to build and maintain positive working relationships with internal stakeholders and external media contacts.



JOB DESCRIPTION

The UNIVERSITY of OKLAHOMA

Working Conditions

- Must be able to work effectively in shared spaces.
- Must be able to work in a high-impact, fast-paced environment with pressure to adhere to frequent deadlines.
- Standard office environment
- Travel may be required for university events, media engagements, or professional development opportunities.

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