



JOB OPENING NOTIFICATION

POSITION: Strategic Marketing & Events Planner
ISSUED: October 2025
CLOSE: Until Filled
LOCATION: Oklahoma City
DEPARTMENT: Marketing and Communications

Oklahoma Educational Television Authority (OETA)

The Oklahoma Educational Television Authority (OETA) is seeking a full-time **Strategic Marketing and Events Planner** for our Marketing and Communications department. This key role oversees the planning, promotion, and execution of events that engage audiences, donors, and community partners across Oklahoma. Other work includes general graphic design, proofreading, and data entry. We're seeking a collaborative, creative, and organized professional who excels in a fast-paced environment and is eager to contribute to the growth of OETA's statewide impact.

Key Responsibilities

- Plan, execute, and evaluate in-person and virtual events to promote OETA programming, engage viewers, and cultivate donors.
 - Develop strategic engagement plans to maximize visibility, audience growth, and revenue for both small-scale and large-scale events.
 - Coordinate opportunities for community leaders and partners to experience OETA programming and understand its educational and cultural impact.
 - Collaborate with the marketing, development team, programming and education teams on donor events, sponsorships, and community initiatives.
 - Coordinate logistics, vendors, volunteers, event materials, and budgets, including grant-funded budgets.
 - Work with the marketing team to develop and execute digital marketing campaigns, social media promotion, and content for OETA web platforms to drive attendance, viewership, and donations.
 - Track, analyze, and report on event engagement, attendance, demographics, and donor impact to inform future strategies.
 - Prepare event scripts, run-downs, press releases, newsletter copy, and other promotional materials.
 - Represent OETA at trade shows, community events, cultural festivals, and media appearances.
 - In collaboration with the Development team, coordinate live pledge events to include scheduling volunteers, vendors, and curating prizes.
 - Perform other duties assigned to support OETA's mission and departmental goals.
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Key Qualifications

- Minimum 4 years of experience in event planning, marketing, communications, or public relations.
- Experience in fundraising, donor engagement, or sponsorship coordination preferred.
- Strong project management skills.
- Ability to plan and execute multiple events simultaneously.
- Strategic thinker with the ability to evaluate performance metrics and recommend improvements.
- Passion for and knowledge of OETA's programming, mission, and vision.
- Exceptional organizational skills with keen attention to detail.
- Outgoing personality and the ability to engage a diverse range of audiences.
- Strong written and verbal communication skills; digital content creation experience preferred.
- Technologically proficient, with experience in video conferencing and familiarity with Adobe Creative Suite, a plus.
- Collaborative team player who values feedback and adapts to meet audience and organizational needs.
- Working knowledge of Microsoft Office programs.

Additional Information

- Must be available to travel to events throughout the state as needed.
- Must be available to work occasional nights and weekends.
- Capable of bending and lifting up to 35 lbs and standing for extended periods.
- We encourage applicants with diverse backgrounds and a passion for public media to apply.

COMPENSATION:

\$40,000 to \$55,000 plus benefits package

HOW TO APPLY:

Send cover letter, application and resume to OETA, Human Resources, P.O. Box 14190, Oklahoma City, OK 73113, (405) 848-8501 or email employment@oeta.tv. Applications are available online at OETA.tv or in person at 7403 N. Kelley Avenue, Oklahoma City.

Please include a link in your resume to samples of your work, including social media campaigns, press releases, web/newsletter content, and any other relevant projects that showcase your creativity and ability to engage diverse audiences.

OETA IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.