



JOB OPENING NOTIFICATION

POSITION: Strategic Marketing & Events Planner
ISSUED: July 2026
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. The Strategic Marketing & Events Planner oversees the planning, promotion, and execution of events that engage audiences, donors, educators, members, and community partners across Oklahoma while supporting OETA's statewide marketing and communications initiatives. This position develops and coordinates event marketing strategies, manages event logistics from concept through completion, and collaborates across departments and with external partners to deliver exceptional experiences that strengthen OETA's visibility, deepen community engagement, and advance the organization's mission.

In addition to event planning and marketing responsibilities, this role provides support for a variety of communications initiatives, including graphic design, proofreading, content preparation, data entry, and other marketing and administrative projects as needed. The position requires a highly organized, creative, and collaborative professional who thrives in a fast-paced environment, manages multiple priorities simultaneously, and is committed to delivering high-quality work while contributing to the continued growth and impact of OETA throughout the state.

OETA's annual event portfolio typically includes approximately 4–8 public screenings, 3–6 children's and family engagement events, monthly internal employee events, and quarterly fundraising, sponsorship, and donor engagement events. The position also supports large-scale partner events and outreach opportunities, with attendance ranging from approximately 50 participants to more than 4,000 attendees.

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.

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.
- Strong interpersonal skills with the proven ability to engage and build relationships with a diverse range of audiences.
- Strong written and verbal communication skills; digital content creation experience is a plus.
- Technologically proficient, with experience in video conferencing and familiarity with Adobe Creative Suite or Canva is 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 event planning or run-

of-show documents, event photos, and event metrics.

OETA IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.