



POSITION DESCRIPTION

JOB TITLE: Communications Coordinator Job Class: 0820		
DATE	DEPARTMENT OR SCHOOL	DIVISION
BARGAINING UNIT: ASC		FLSA STATUS: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
Pay Schedule:	Pay Range:	EEO Category:
<p>POSITION SUMMARY: Under the supervision of the Director, responsible for planning, coordinating and producing Milwaukee Public Schools marketing campaigns using various media outlets. Includes writing and concepts for the development of television shows, radio and television commercials, internet sites, videos and other promotional tools for the district. Assist in planning, development and creative concepts of other public relations, media relations, marketing, promotional and community relations programs, campaigns, commercials and activities for the various departments within MPS.</p>		

DESCRIPTION OF THE JOB: DESCRIBE THE SPECIFIC DUTIES AND RESPONSIBILITIES OF THE JOB AS ACCURATELY AND COMPLETELY AS POSSIBLE. Indicate the approximate percentage of time devoted to each major task or group of related tasks. Identify essential functions of the job with an asterisk (*) An essential function must meet the following criteria: 1) the reason the position exists is to perform that function, 2) no other employee is available to perform that function, 3) the function is highly specialized, and 4) removing the function would fundamentally alter the job.

1. Execute planning of television and radio commercials, programs and other media to promote MPS students, staff, schools and programs.
2. Provide script writing and concept for television and radio spots.
3. Assist in coordinating, implementing and producing creative media strategies for district programs and campaigns including School Selection, MPS Foundation, Milwaukee Recreation, MPS Proud, overall district marketing strategies and other campaigns as necessary.
4. Develop and internship and/or School To Work program to utilize high school and/or college students in the use of MPS television facilities and other public relations activities.
5. Plan coordinate all arrangements for the production of the MPS television show Making the Grade (MTG). Duties include identifying program topics relevant to teachers, student and administrators, arranging for guests, writing scripts, research, managing production staff, maintaining communication between the schools and the show, responding to show inquiries, updating website, overseeing production elements and maintaining sponsor relationships. Student input coordination is a top priority.
6. Execute the planning and coordination of marketing for MTG. This includes concept, writing and production of publications, outdoor billboards, television and radio ads.
7. Assist in identifying future projects to advance the promotion of MPS in partnership with various radio and television outlets.

8. Keep informed of district, school, student and Board events and develop appropriate and timely program topics for MTG and related marketing campaigns.
9. Establish and maintain relationships with television stations, radio stations, internet sites, publications and other community organizations.
10. Actively supports the MPS Strategic Plan.
11. Perform other duties as assigned.

SUPERVISION RECEIVED: (Indicate the extent to which work assignments and methods are outlined, reviewed, and approved by others.)

Director of Office of Communications and Public Affairs

SUPERVISION EXERCISED:

JOB REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Education Requirements:

Experience Requirements:

Knowledge, Skills, and Abilities

Effective oral and written communication and presentation skills are required. Skill at organizing resources and establishing priorities. Experience supervising staff and managing budgets is required. Excellent teamwork skills are essential. The ability to develop effective working relationships with diverse individuals at all levels is required. Must have excellent planning and organizational skills. A strong working knowledge of computer applications to include MS Office software, Hyperion, ESIS and the MPS Portal is required. Must be able to juggle numerous responsibilities with varying deadlines. The ability to gather data, compile information and prepare reports is required.

WORKING ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

General office environment. *Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990.*

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without reasonable accommodation.

General office environment, must be able to handle light lifting and occasional standing, bending.

THIS DESCRIPTION DOCUMENTS THE GENERAL NATURE AND LEVEL OF RESPONSIBILITY ASSOCIATED WITH THIS POSITION. IT IS NOT INTENDED TO BE A COMPREHENSIVE LIST OF ALL ACTIVITIES, DUTIES AND RESPONSIBILITIES REQUIRED OF INCUMBENTS. IT IS NOT INTENDED TO LIMIT OR MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT, AND MONITOR THE WORK OF EMPLOYEES UNDER SUPERVISION.

APPROVALS:

Supervisor _____ **Title** _____ **Date** _____

Compensation Services Manager _____ **Date** _____