



POSITION DESCRIPTION

JOB TITLE: Media Relations Coordinator Job Class: 0830		
DATE Updated	DEPARTMENT OR SCHOOL Office of Communications and Public Affairs	DIVISION Office of the Superintendent
BARGAINING UNIT: ASC		FLSA STATUS: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
Pay Schedule:	Pay Range:	Management Approval:
<p>POSITION SUMMARY and PURPOSE: (Describe the general nature and level of work performed by this position.)</p> <p>Responsible for creating, designing and producing materials for the district to provide attractive, informative and effective marketing pieces and communications vehicles for Milwaukee Public Schools students, parents, employees and the community.</p>		

Major Duties & Responsibilities: Indicate the approximate percentage of time devoted to each major task or group of related tasks. Summarize position in no more than 15 tasks, each of which requires at least 5% of incumbent's time.

NOTE: 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. Creates and designs projects such as logo/identity work, postcards, brochures, booklet and guide layouts, ads, calendars, outdoor billboards, transit, tray liners, banners and other signage and media materials.
2. Produces and manages various print and marketing campaigns from inception to distribution; design and layout of business Performs other duties as assigned.
3. Actively supports the MPS Strategic Plan.
4. Performs other duties as assigned.

<p>SUPERVISION RECEIVED: (Indicate the extent to which work assignments and methods are outlined, reviewed, and approved by others.)</p>
<p>SUPERVISION EXERCISED: (List the number and titles of personnel directly supervised. Specify the kind and extent of supervision exercised by indicating one or more of the following: (a) assign duties; (b) outline methods; (c) direct work in process; (d) review completed work; (e) sign or approve work; (f) make hiring recommendations; (g) prepare performance appraisal; (h) take or recommend disciplinary action.</p>

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 (Include certificates, licenses, and/or registrations required.)

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.

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.

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.