



POSITION DESCRIPTION

JOB TITLE: Design and Marketing Specialist Job Class: 0840	
DATE Updated	Office of the Superintendent Communication and Public Affairs
BARGAINING UNIT: Local 1616	FLSA STATUS: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
Pay Schedule: Pay Range: \$	Management Approval:
POSITION SUMMARY and PURPOSE: Provides oversight of district and school-level marketing campaigns, leading the production of campaign materials. Creates marketing budgets under the supervision of the Director of Communications and Public Affairs and provides oversight on expenditures, processing of contracts and invoices and handles communications with vendors. Creates and oversees a consistent brand and graphic image in media for Milwaukee Public Schools.	

ESSENTIAL FUNCTIONS: 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. Provides oversight of district and school-level marketing campaigns, leading the production of campaign materials.
2. Creates and implements marketing budgets under the supervision of the department Director and provides oversight on expenditures, processing of contracts and invoices.
3. Creates and oversees a consistent brand and graphic image in media for Milwaukee Public Schools (MPS).
4. Initiates and implements the brand imaging and designs for district and school-level brochures, mailings, billboard, transit promotions and other media.
5. Handles communication with vendors, scrutinizing marketing contracts, expenditures, production checks and quality control.
6. Maintains positive relations with principals, teachers, co-workers, students and the general public.
7. Actively supports the MPS Strategic Plan.
8. Performs other duties as assigned.

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

Supervision is provided by the Director, Public Affairs.

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.

Coordinates work of clerical staff.

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.)

Bachelor's degree in graphic design, commercial art or a related field from an accredited college or university.

Experience Requirements

Three to five years experience in graphic design to include developing and implementing media campaign themes, strategies, logos and media placements.

Knowledge, Skills, and Abilities

Effective oral and written communication, presentation and project management skills are essential. Skill at organizing resources and establishing priorities is necessary. Excellent teamwork skills are essential. The ability to develop effective working relationships with diverse individuals at all levels is required. A strong working knowledge of computer applications to include MS Office software, and the MPS Portal is required. Skill in graphic and Web design software, specifically Quark Express and Dreamweaver is required. Must be able to juggle numerous responsibilities with varying deadlines. Understanding of media audience measures including rating systems, demographic samples, ADIs and HUT levels is critical. An understanding of the school district structure, knowledge of district policies, protocols and strategic plan goals.

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.