



**POSITION DESCRIPTION**

<b>JOB TITLE: Media Manager</b> Job Class: <b>0880</b>		
<b>DATE</b>	<b>DEPARTMENT OR SCHOOL</b>	<b>DIVISION</b>
<b>BARGAINING UNIT: ASC</b>		<b>FLSA STATUS:</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
<b>Pay Schedule:</b>	<b>Pay Range:</b>	<b>EEO Category:</b>
<b>POSITION SUMMARY:</b> Plan, coordinate and implement district wide media relations activities. Serve as direct contact between MPS and the media. Publicize district and individual school news, organize news conferences and assist in community wide public information efforts. Serves as backup for the director; when the director is unavailable, the Media Manager performs the duties of the Director.		

**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. Develop, write and distribute news releases for MPS schools, the Superintendent of Schools, members of the Board of School Directors and MPS departments.
2. Coordinate, develop and write video scripts for special projects such as the Balanced Literacy Framework.
3. Coordinate, plan, organize and promote all news conferences at the request of the Superintendent, members of the Board and the Director of Communications and Public Affairs.
4. Handle initial calls and inquiries from the media for information in a timely manner and coordinate MPS responses from the appropriate individuals.
5. Assist Department of Leadership with crisis management for individual school and district wide incidents.
6. Develop, write and coordinate media relations plans for ongoing district wide campaigns, including Back to School, School Selection, Fox 6 lunch menu tapings and others as necessary.
7. Establish and maintain positive working relationships with members of the media.
8. Represent the Office of Communications and Public Affairs in planning meetings to develop MPS initiatives such as Website Design, Balanced Literacy Framework and others.
9. Assist and represent the Director of Communications and Public Affairs in crisis management situations as needed.
10. Develop and write speeches and comments for the Superintendent, Deputy Superintendents and members of the Board.

11. Writes the Parent Teacher Staff and MPS Board newsletters and supervises Graphic Coordinator to produce these publications.
12. Serve as backup for the Director when the Director is unavailable.
13. Supervise, develop and coordinate projects with the Graphics Director.
14. Actively supports the MPS Strategic Plan.
15. 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:**

Graphics Coordinator

**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** \_\_\_\_\_