



**POSITION DESCRIPTION**

<b>JOB TITLE: Media Manager</b> Job Class: <b>0880</b>		
<b>DATE</b>	<b>DEPARTMENT OR SCHOOL</b> Office of the Superintendent	<b>DIVISION</b> Communications & Public Affairs
<b>BARGAINING UNIT:</b> ASC		<b>FLSA STATUS:</b> <input checked="" type="checkbox"/> X Exempt <input type="checkbox"/> Non exempt
<b>Pay Schedule:</b> -	<b>Pay Range:</b>	<b>EEO Category:</b>
<p><b>POSITION SUMMARY:</b> Lead the development, planning and execution of public and media relations strategy in support of the overarching MPS communications plan to help generate greater public confidence in public education in Milwaukee. Serve as primary media strategist, working at the direction of the Communications Director. Establish protocol and policies for media relations in collaboration with Superintendent and senior staff, applying latest best practices, including social media platforms. Serve as liaison to assist Superintendent in the relationship with the Milwaukee Board of School Directors regarding media relations, events and activities.</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. Develops and gains endorsement for annual strategic plan for public and media relations under the guidance and leadership of the Communications Director.
2. Creates and implements public relations plans in support of special initiatives and projects.
3. Collaborates with Superintendent and senior staff to establish media relations protocol and message platform.
4. Plans and presents news conferences and events as appropriate.
5. Prepares the Superintendent for media events (e.g. news conferences, editorial board sessions, etc.).
6. Counsels school administrators and staff in responding to media and community inquiries in an effective and timely manner.
7. Assist the Milwaukee Board of School Directors in disseminating information to schools, staff, parents and the community.
8. Strategizes best formats for presenting district information and executes the messaging using a variety of tools and formats, including news releases, Facebook and Twitter posts, electronic newsletters or updates to listservs.
9. Defines and directs research (e.g. surveys, focus groups, individual interviews, etc.) as appropriate.
10. Establishes and maintains positive working relationships with members of the media.
11. Writes parent, teacher, staff messages and directs distribution of same.

12. Supervises, develops and coordinates projects and publications.
13. Coordinates the communication of MPS emergency school closing procedures.
14. Actively supports the MPS Strategic Plan.
15. Performs other duties as assigned.

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

General Direction provided by the Director of Office of Communications and Public Affairs.

**SUPERVISION EXERCISED:**

Supervises one staff member and various co-op students.

**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:**

Position requires a bachelor's degree in communications, public relations or related field.

**Experience Requirements:**

Five or more years experience in public relations, media, or related field.

**Knowledge, Skills, and Abilities**

Effective oral and written communication and presentation skills are required. Skill at organizing resources and establishing priorities is essential. 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, InDesign, Hoot Suite or other social network management systems and social networks specifically including Twitter, Facebook, LinkedIn, video and photo editing 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. Some travel to school sites is required.

**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.**

