



**POSITION DESCRIPTION**

<b>JOB TITLE: Media Coordinator</b> Job Class: <b>0890</b>		
<b>DATE Updated</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>
<p><b>POSITION SUMMARY:</b> The Media Coordinator serves as the direct contact between the media and the Milwaukee Public School District. In addition, the Media Relations Coordinator will also work with the Assistant Coordinator of Human Relations to develop a mechanism to inform the non school community specifically served by Community Relations. The organization of all news conferences and assisting in community wide public information efforts are also responsibilities of this position. Time outside regular office hours is required, including some time in the evening and on weekends.</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. Plan and organize the office of Media Relations in a timely and effective manner.
2. Recruit, train and supervise a clerical staff member responsible for assisting Media Relations Coordinator and the Internal Communications Specialist in carrying out their duties.
3. Establish positive working relations with various members of the media.
4. Develop news releases to inform the community of events and policy changes of importance concerning the Milwaukee Public Schools.
5. Keep the Director of Public Affairs informed of news events of interest to the Milwaukee Public Schools and when necessary to directly provide that information to the Superintendent and members of the Board of School Directors.
6. Handle all initial calls from members of the media and refer them to the appropriate sources when necessary.
7. Identify all stories about the Milwaukee Public Schools in various publications received in the Department of Public Affairs and to mark those articles to be clipped by the Media Relations secretary.
8. Organize all news conferences at the request of the Superintendent of Schools, members of the Board of School Directors or the Director of Public Affairs from Coordinator, Community Relations.
9. Develop a mechanism to share information about MPS with the non school community in coordination with the assistance of the Department of Public Affairs Media Relations Specialist.

10. Develop a method to inform other departments in MPS of major new stories involving the Milwaukee Public Schools.
11. Assist in the training of one Parent Service Center Specialist to help when necessary in Media Relations.
12. Provide photographic assistance when necessary.
13. Actively supports the MPS Strategic Plan.
14. Perform other duties as assigned.

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

Director, Department of Public Affairs

**SUPERVISION EXERCISED:**

Secretary

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