



POSITION DESCRIPTION

JOB TITLE: Communications Specialist (web) Job Class: 1550	
DATE	Office of the Superintendent Communication and Public Affairs
BARGAINING UNIT: ASC	FLSA STATUS: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
Pay Schedule: Pay Range:	Management Approval:
POSITION SUMMARY and PURPOSE: Develops, executes and maintains district information and outreach on the Internet through the platforms of social media and traditional web sites such as the district's portal. Assists in conducting communications programs designed to maintain favorable public relations. Provides communications and marketing services for the Milwaukee Public Schools' (MPS) internal and external audiences.	

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. Creates new or enhances existing, online platforms for outreach in support of district initiatives, campaigns, surveys, activities or services.
2. Develops and plans the frequency and content of online messaging, in conjunction with senior staff and the district's ongoing communications and marketing strategies.
3. Maintains the district's presence on online platforms, such as Twitter, Facebook and LinkedIn, moderating conversations and communities and monitoring online conversations and managing subscriber lists.
4. Assists with communications programs to maintain favorable public relations for the district and assists with the planning and execution of outreach campaigns and the building of audiences. Manages subscriber lists and interactions with MPS students and families via the Alert Now service providing text, phone and email links.
5. Coordinates the communication of sensitive data with the media outlets assigned. Makes recommendations as to the best way to communicate information.
6. Measures the impact and reach of online messaging using statistical measures. Prepares summaries of site activity using the latest media monitoring programs.

7. Assists in the development of protocols for student and staff Web interactions, aligned with district policies for acceptable use, and assists in the monitoring of compliance with the policies. Preserves and promotes the district's brand in online communications.
8. Serves as a liaison between departments, offices and schools to provide advice with respect to a variety of communications issues.
9. Oversees the photo archive in the division of Communications and Public Affairs, managing use of district images per policy, including the policy guiding the use of pictures and other directory data for juvenile students.
10. Edits and posts video to online platforms using basic video editing software.
11. Creates opportunities for school/student contributions to district Web profiles in an effort to enhance the image of MPS students and celebrate achievements. Works to expand the understanding of MPS and its programs in the community.
12. Assists MPS Office of Family Services and Human Resources in utilizing Web resources to recruit students and staff.
13. Actively supports the MPS Strategic Plan.
14. Performs other duties as assigned.

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

General supervision is provided by the department director.

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.

May coordinate the 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.)

A bachelor's degree in communications, marketing, public relations or a related field. An associate's degree and relevant experience may be substituted for the degree.

Experience Requirements

Three to five years experience with online communications, social media, journalism or public relations is required. Experience working in a newsroom or as a media producer is desired. Large entity experience is desired.

Knowledge, Skills, and Abilities

Excellent verbal and written communications and presentation skills are essential. The ability to communicate with varied audiences via multiple platforms, predominately the Internet is required. Knowledge of social media, public relations and communications principles, strategies and protocols is necessary. Experience producing a blog, maintaining Twitter and Facebook accounts, moderating conversations and communities, monitoring online conversations and managing subscriber lists is required. Experience with public relations activities such as developing media strategies and cultivating relationships with reporters, bloggers, and understanding of the importance of branding is important. Experience creating online surveys. Experience with team participation, project management. The ability to measure performance, project work with metrics, analytics is required. Must be able to work with a diverse population. PC experience to include knowledge of graphic design programs and basic video

editing programs. Ability to self-manage, prioritize appropriately and work independently.

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.