



OFFICE OF HUMAN RESOURCES

Job Information	
Job Title: <i>Director I, Communications & Outreach</i>	Last Revised/Approved: <i>February 2019</i>
Job Code: 0131	Reports To: <i>Chief Communications & School Performance Officer</i>
Office: <i>The Office of Communications & School Performance</i>	Department: <i>Communications</i>

Compensation Information	
Pay Grade:	Pay Range:
FLSA Status: Exempt	Term of Employment: <i>FT</i>

Position Summary/Purpose:

Core Competencies:

- Decision Quality and Problem-Solving
- Communication and Customer Service
- Professionalism
- Equity, Access and Inclusion

Management Competencies:

- Developing Others
- Managing through Processes and Systems
- Strategic Agility and Innovation Management
- Functional/Technical Skills

Essential Functions:

- Provides overall vision, direction and guidance to the division ensuring alignment with key district goals.
- Oversees development and implementation of a district-wide brand. Uses new and traditional media to reinforce the brand.
- Develops and implements an integrated strategic plan that promotes efforts to inform and engage external audiences and stakeholders.
- Leads the day-to-day operations of the communications department.
- Serves as the chief contact for the development of major and robust partnerships in the district that are not tied to volunteer efforts and are aligned with district incentives.
- Coordinates with the Executive Director of Milwaukee Public Schools Foundation and develops methods to attract resources to the Foundation.
- Develops and administers the departmental budget and monitors expenditures.
- Manages personnel, to include work allocation, training and problem resolution, evaluating performance and making recommendations for personnel actions according to the policies and procedures of MPS and direction provided by the Milwaukee Public School's Board of Directors.
- Actively supports the Five Priorities for Success.
- Completes other duties as assigned.

Education Requirements:

- Position requires a bachelor's degree in public relations, communications, marketing or a related field.
- Additional education is desired.

Experience Requirements:

- Position requires 7+ years of leadership experience in a communications office.
- Supervisory experience in a large, urban system or an institution of higher learning is desired.
- ***A combination of education and experience can be considered.***

Knowledge, Skills and Abilities:

- Effective oral and written communication and presentation skills are required.
- Must be able to lead and direct staff.
- Must be able to develop and implement policies and procedures for the department.
- Must be able to work collaboratively with diverse groups, both internal and external to MPS.
- Strong attention detail and outstanding analytical skills required.
- Must be able to gather data, compile information, prepare reports and implement measures for continuous process improvements.
- Must be able to work with diverse groups at all levels of the organization and within the Milwaukee community.
- The ability to manage numerous projects with varying deadlines, multi-task and prioritize changing demands while continuing to provide MPS schools and departments with necessary services in a timely manner is necessary.
- PC experience and proficiency with Microsoft office products, and knowledge of on-line communication vehicles is necessary.

Working Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- Typical office or school environment
- Position may be required to work additional hours, outside of the normal business day as a regular part of the job
- Frequently required to travel around the city of Milwaukee and occasionally travel out of town

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.

Equal Opportunity:

The Milwaukee Public Schools does not discriminate in its programs, activities, facilities, employment, or educational opportunities on the basis of a person's sex, race, age, religion, color, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or disability. Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

In accordance with Wisconsin Statutes, every applicant for a position with Milwaukee Public Schools will be subject to the open records law. Any applicant not wishing to have his/her identity released, must submit a written statement to that effect to the Department of Human Capital. The identities of all "final candidates" may be released. Milwaukee Public Schools reserves the right to interview the best qualified candidates.