



POSITION DESCRIPTION

JOB TITLE: Marketing Specialist Job Class: 0840	
DATE	Office of the Superintendent Department of Community Engagement
BARGAINING UNIT:	FLSA STATUS: <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non exempt
Pay Schedule:	Pay Range:
Management Approval:	
POSITION SUMMARY and PURPOSE: Improves district market share and promotes a positive image for Milwaukee Public Schools by developing, planning and implementing a multi-prong, multi-level marketing campaign. Directs district and select school-level recruitment campaigns and the development and implementation of recruitment campaign materials with the goal of improving MPS market share and positive impressions of the district. Develops recruitment strategies that assist the district and schools in increasing enrollment. Creates and oversees a consistent brand and graphic image.	

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. Plans, organizes and directs marketing and branding strategies for Milwaukee Public Schools for print, electronic, and social media efforts.
2. Oversees district-level marketing efforts to increase market share, including the development of campaign schedules and campaign materials and a budget for implementation.
3. Develops a menu of school-based marketing options, designed to aid in recruitment and increase market share, aligned with district-level marketing efforts and ensures brand consistency in those efforts.
4. Develops recruitment strategies for selected schools and district programs designed to increase market share and trains schools and programs on implementation of such programs.
5. Ensures consistency in execution of a consistent brand image, working in conjunction with the Graphic and Design Specialist and other Community Engagement staff.
6. Works with district vendors or contractors to implement district-approved plans and campaigns.

7. Serves as project manager for the brand imaging and designs for district and school-level brochures, mailings, billboard, transit promotions and other media.
8. Balances multiple projects and tasks within a fast-paced environment.
9. Works with appropriate staff and/or vendors to conduct and interpret market-based research that influences opinion and decision-making.
10. Provides oversight on expenditures, processing of contracts and invoices and handles communications with vendors.
11. Maintains positive relations with principals, teachers, co-workers, students and the general public.
12. Actively supports the MPS Strategic Plan.
13. Performs other duties as assigned.

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

Supervision is provided by the Executive Director, Community Engagement.

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) prepare performance appraisal; (g) take or recommend disciplinary action with the approval of the Executive Director.

Coordinates the work of the Graphics and Design Specialist.

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.)

Bachelor's degree in marketing or a related field from an accredited college or university.

Experience Requirements

Minimum of five years of progressively responsible marketing experience. Experience in successfully developing and implementing marketing plans for an organization in a highly-competitive environment. Supervisory experience is also required.

Knowledge, Skills, and Abilities

Demonstrated success in developing marketing campaigns, brochures, advertising and other materials. Marketing communication experience in copywriting for print and electronic media, graphic design and knowledge of public relations principles. Experience in brand development, management and compliance. Knowledge and demonstrated application of Microsoft office and Adobe Creative Suite, including InDesign. An understanding of the school district structure, knowledge of district policies, protocols and strategic plan goals.

Excellent oral and written communication, presentation and project management skills are essential. Skill at organizing resources and establishing priorities is required. Excellent teamwork skills are essential. The ability to develop effective working relationships with diverse individuals at all levels is required. Must be highly motivated, independent and highly organized.

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.