



POSITION DESCRIPTION

JOB TITLE: Senior Communications Specialist	
Job Class:	
DATE	Office of the Director, Community Engagement Communication and Public Affairs
BARGAINING UNIT: ASC	FLSA STATUS: <input type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
Pay Schedule:	Pay Range:
Management Approval:	
<p>POSITION SUMMARY and PURPOSE: (Describe the general nature and level of work performed by this position.) Implements strategic and comprehensive communications to employees and the public to increase knowledge, awareness and appreciation of district and school operations. Leads district messaging by reinforcing key district messages in a manner consistent with the district's brand.</p>	

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. Leads district long and short-term messaging by reinforcing key district messages.
2. Manages brand compliance for Milwaukee Public Schools (MPS) and the positioning in the market.
3. Leads the efforts of the district to develop varied communications materials targeting parents, students, business partners and the general community that are consistent in the message.
4. Produces communications presentations to internal and external audiences for informational and promotional purposes using suitable mediums.
5. Develops and produces the district's presence on online platforms, including the website, Twitter, Facebook and LinkedIn, moderating conversations and communities and monitoring online conversations and managing subscriber lists consistent with the district's goals and brand.
6. Assists with the planning and execution of outreach campaigns and the building of audiences.
7. Preserves and promotes the district's brand in online communications.
8. Provides communications training and assistance to schools and district administrators to ensure brand consistency.
9. Develops and conducts surveys to measure the perception and acceptance of district communications.

10. Follows the district's policies and procedures for all communications, ensuring brand messaging, adherence to district initiatives and other guidelines.
11. Maintains currency in technology used by MPS and investigates additional methods for getting MPS' message to the community.
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.)

General supervision is provided by the 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) make hiring recommendations; (g) prepare performance appraisal; (h) take or recommend disciplinary action.

No direct reports.

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.

Experience Requirements

Five years of experience in communications, social media, journalism or public relations is required. 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 is required. Knowledge of social media, public relations and communications principles, strategies and protocols is necessary. Experience with public relations activities such as developing media strategies 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 extensive knowledge of communications platforms, graphic design programs and 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.