



OFFICE OF HUMAN RESOURCES

Job Information	
Job Title: Marketing Coordinator I	Last Revised/Approved:
Job Code: New	Reports To: Dir I: Comm & Outreach
Office: Communications & School Performance	Department:

Compensation Information	
Pay Grade: 06A	Pay Range: \$64,190-92,454
FLSA Status: Non Exempt	Term of Employment: FT

Position Summary/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.

Core Competencies:

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

Essential Functions:

- Works directly with Director of Communication & Outreach to develop marketing programs, design marketing strategies and implements marketing campaigns.
- Oversees district-level marketing efforts to increase market share, including the development of campaign schedules and campaign materials and a budget for implementation.
- Ensures brand and messaging quality and consistency and establishes guidelines to apply across all departments, activities and events at schools and among staff and volunteers.
- Manages all advertising and promotional activities from development to execution through completion using data, analytics and feedback to evaluate campaign effectiveness and implement changes required for improvement.
- Works as the project manager and in collaboration with the Department of Communication and Marketing staff to execute marketing campaigns and events.
- Works with district vendors and contractors to implement district-approved plans and campaigns.
- Provides oversight on expenditures, processing of contracts and invoices and handles communications with vendors.
- Maintains positive relations with administrators, principals, teachers, co-workers, students and the general public.
- Collaborate with Communication & Marketing team on brainstorming creative strategies for weekly messaging and storytelling ideas
- Balances multiple projects and tasks within a fast-paced environment.

- Assists in the development and implementation of MPS overall internal and external communication strategy.
- Actively supports the MPS Strategic Plan.
- Performs other duties as assigned.

Job Requirements:

Education Requirements:

- Bachelor's degree in marketing, communications, public relations or a related field from an accredited college or university.

Experience Requirements:

- Five or more years of experience in public relations, media or a related field.
- Experience in successfully developing and implementing marketing plans for an organization in a highly competitive environment.
- Demonstrated experience in media or public affairs/relations.
- ***A combination of education and experience can be considered***

Knowledge, Skills and Abilities:

- Effective oral and written communications and presentation skills are necessary
- Skill at organizing resources and establishing priorities.
- Must possess excellent organizational and planning skills
- Knowledge and understanding current and emerging industry requirements and practices in area of marketing expertise.
- Ability to interpret organizational needs and directions, assess capacity, and to plan, develop, and implement appropriate marketing strategies
- Knowledge of strategic communications and marketing concepts, principles, methodology and techniques
- Must be proactive, reliable, responsible and accurate with an attention to detail
- Possess the ability to keep information confidential
- Strong relationship building and networking skills, with the ability to engage effectively with diverse stakeholders.
- Outstanding verbal/written pitching ability, with the competence and desire to tell MPS' story with passion and precision.
- Ability to multitask and navigate uncertain or challenging situations with ease.
- Ability to work in high-stress environments, often for long hours

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 with occasional travel around the city of Milwaukee

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 lifting 10-15 lbs, with standing, bending.

Equal Opportunity:

It is the policy of the District that persons seeking employment with the District shall not be discriminated against in employment by reason of their age, race, creed, color, religion, handicap or disability, pregnancy, marital or parental status, sex, citizenship, national origin, ancestry, sexual orientation, arrest record, conviction record, military service, membership in the National Guard, state defense or reserves, political affiliation, use or nonuse of lawful products off the employer's premises during nonworking hours, declining to attend a meeting or to participate in any communication about religious matters or political matters, the authorized use of family or medical leave or worker's compensation benefits, genetic information, physical, mental, emotional or learning disability, or any other factor protected by local, state or federal law in all employment practices including terms, conditions and privileges of employment.

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.

Reasonable accommodations shall be made for qualified individuals with a disability, unless such accommodations would impose an undue hardship on the District. Requests for accommodations under the Americans with Disabilities Act or under the Wisconsin Fair Employment Act must be submitted to the Employee Rights Administration Department in the Office of Human Resources.