



## OFFICE OF HUMAN RESOURCES

Job Information	
<b>Job Title: Associate III, Design &amp; Marketing</b>	<b>Last Revised/Approved: November 2021</b>
<b>Job Code:</b>	<b>Reports To: Director I, Communications &amp; Outreach</b>
<b>Office: Communications &amp; School Performance</b>	<b>Department: Communications</b>

Compensation Information	
<b>Pay Grade: 05A</b>	<b>Pay Range: \$57,197 – 82,296</b>
<b>FLSA Status: Exempt</b>	<b>Term of Employment: FT</b>

### Position Summary/Purpose:

Provides direction and leads the production of Milwaukee Public Schools' six regions serving more than 140+ schools publications, marketing and branding materials. Works to meet schools needs for the design and production of flyers, postcards, advertising, marketing materials and websites.

### Core Competencies:

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

### Essential Functions:

*An essential function is a duty or responsibility that is fundamental to the job — a critical, or basic component of that job. An essential function cannot or should not be assigned elsewhere.*

*Note: An Essential Function must meet the following criteria:*

- ✓ *Does the job exist to do this function?*
- ✓ *Would taking this function from the job fundamentally change the job?*
- ✓ *Would there be significant consequences if this function were not performed?*
- ✓ *Can other employees do this function if necessary?*
- ✓ *How much time per week is spent doing this function?*
- ✓ *Do people in similar positions elsewhere do this function?*

- Creates and oversees a consistent brand and graphic image for Milwaukee Public Schools' six regions serving more than 140+ schools.
- Provides direction and leads the production of school-level marketing and branding materials.
- Provides design and direction for collateral, web and other visual communications media for MPS.
- Collaborates on school-level marketing campaigns, brand imaging and designs for brochures, mailings, billboard, transit promotions and other media.
- Manages aspects of projects such as mailing, delivery, posting deadlines and timeframes and general dissemination of information.
- Helps promote uniformity and consistency of brand.
- Updates and maintains the department's Branding Guide.
- Assist in development and refinement of uniform graphic standards and visual brand strategies.

- Provides oversight on expenditures, processing of contracts and invoices and handles communications with vendors.
- Assists with budgetary and financial decisions involving graphic projects.
- Oversees estimates and recommends cost-effective solutions to graphic and marketing material needs under the supervision of the Director, Communications & Outreach.
- Balances multiple projects and tasks within a fast-paced environment.
- Maintains positive relations with principals, teachers, co-workers, students, and the general public.
- Collaborates with Communication & Marketing team on brainstorming creative strategies for weekly messaging and storytelling ideas.
- Assists in the development and implementation of MPS overall internal and external communication strategy.
- Participates in all-staff, team and other internal meetings as requested.
- Attends District meeting to stay up-to-date on District policy and happenings.
- Actively supports the MPS Strategic Plan.
- Performs other duties as assigned.

## **Job Requirements:**

### ***Education Requirements:***

- Bachelor's degree in graphic design, commercial art or a related field from an accredited college or university is preferred.
- ***A combination of education & experience may be considered.***

### ***Experience Requirements:***

- Three to five years' experience in graphic design to include developing and implementing media campaign themes, strategies, logos and media placements.

### ***Knowledge, Skills and Abilities:***

- Excellent organizational, oral, written and interpersonal communication and presentation skills are essential.
- Shows proficiency in the Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Must be an outstanding team player who can troubleshoot issues, offer ideas and support, and help others succeed.
- Must be proactive, reliable, responsible, and accurate with an attention to detail
- Must be able to work effectively with diverse groups.
- A strong working knowledge of managing large scale Internet and Intranet websites and
- Skill at organizing resources and establishing priorities.
- Must be self-directed.
- Excellent teamwork skills are essential.
- A demonstrated ability to work well with external customers, departmental staff, other central office departments and school staff is required.
- Must have excellent planning and organizational skills.
- Must be able to manage numerous responsibilities with varying deadlines.
- Ability to multitask and navigate uncertain or challenging situations with ease.
- Ability to work in high-stress environments, often for long hours.
- Must have the ability to maintain confidential information.

## **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:**

- General office environment, must be able to handle light lifting and occasional standing, bending.
- May be required to work long hours in a stressful environment.

*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:**

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.