

MEDIA RELATION MANAGER

Job Opening ID 1014482

Posting Date 2019-11-18

Location Administration Bldg.

The Media Relation Manager serves as the direct contact between the media and the Milwaukee Public School District. Leads the development, planning, and execution of public and media relations strategy in support of the overarching MPS communications plan to help generate greater public confidence in public education in Milwaukee. Serve as primary media strategist, working at the direction of the Communications Director. Time outside regular office hours is required, including time in the evening and on weekends.

Administrative applications for the following position are being accepted by the Office of Human Resources by 11:59 PM CST on Tuesday, December 17, 2019. A current resume and three (3) letters of recommendation signed by the author and dated less than one (1) year old must be attached to the completed application (if you are unable to electronically attach these documents, you must notify human resources that you are sending hard copies which must be received on or before the deadline date listed above). Caution: When attaching documents to the application, be sure the documents are legible. If the documents cannot be read, your application may be disqualified from consideration.

The salary range is \$73,780 – 106,993 (12 months/260 days)

How To Apply

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Qualifications

- Position requires a bachelor's degree in communications, journalism, public relations or related field.
- Five or more years' experience in public relations, media, or related field.
- Demonstrated experience in media or public affairs/relations.

Responsibilities

- Develops, writes and distributes news releases for Milwaukee Public Schools District.

- Protects and promotes MPS' brand and image in a proper, coordinated, and consistent manner.
- Responds in real time to initial calls and inquiries from the media for information and coordinates MPS responses from the appropriate individuals.
- Assists Director, Communications & Outreach and leadership staff with crisis management for individual school and district wide occurrences.
- Coordinates, plans, organizes and promotes all news conferences.
- Identifies story leads, creates pitches and secures media coverage.
- Establishes and maintains positive working relationships with members of the media.
- Develops and writes speeches and talking points for the Superintendent and other leadership staff, as needed.
- Provides media coaching and training to staff and prepare MPS leadership for interviews and other public appearances.
- Writes parent, teacher, staff messages and directs distribution of messaging.
- Acts as a media spokesperson on behalf of MPS and addresses questions and complaints.
- Serves as backup for the Director when the Director is unavailable.
- Supports the PR/social media relationship and supports digital messaging.
- 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 meetings to stay up-to-date on District policy and happenings.
- Serves as an outstanding team player who can troubleshoot issues, offer ideas and support and help others succeed.
- Actively supports the MPS Strategic Plan.
- Performs other duties as assigned.

Equal Employment 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 Office of Human Resources. The identities of all "final candidates" may be released. Milwaukee Public Schools reserves the right to interview the best qualified candidates.