



Job Posting	Internal Date Posted: February 2, 2012 External Date Posted: February 2, 2012 Closing Date: March 2, 2012
Position Title:	Marketing & Public Relations Specialist
Salary Range:	\$46,592 - \$58,240 annually (Level 213)
Minimum Education:	Bachelor's Degree in Marketing, Mass Communications, Journalism or a related field.
Minimum Experience:	At least four years of experience in marketing and public relations. Experience as a media spokesperson required.
Minimum Knowledge, Skills & Abilities:	<ul style="list-style-type: none"> • Solid working knowledge of the various local media including television, radio, print and internet. • Excellent verbal communication skills in both one on one and group presentations. • Excellent written communication skills including developing newsletters, press releases, memos and other documents for internal and external distribution. • Ability to work independently and to exercise judgment and discretion. • Strong time management, multitasking and task prioritization skills. • Proficient with Microsoft Word, Excel, Power Point, email, the Internet and general office equipment. • Strong critical thinking, reasoning ability and attention to detail. • Ability to respond effectively and spontaneously to the most sensitive inquiries or complaints of staff, board members and the community. • Must define problems, collect data, establish facts and draw valid conclusions. • Ability to design layout and determine content for published materials. • Must possess a collegial, service-oriented engaging personality. • Ability to interact effectively with individuals of diverse backgrounds.
Duties and Responsibilities:	<ul style="list-style-type: none"> • Develop thorough knowledge of MAWIB and the Milwaukee workforce development system to enhance MAWIB's brand. • Oversee and coordinate all media relations and communications activities for MAWIB. • Lead the cross divisional Integrated Marketing Committee in creating the overall PR/Communications strategy and plan for the MAWIB and the workforce development system. • Establish and maintain cooperative relationships with representatives of the MAWIB Board of Directors, Mayor's Office and all stakeholders to maintain favorable public perception of MAWIB and the workforce development system. • Collaborate and develop marketing and promotional strategies for MAWIB programs and services, accomplishments and special initiatives. • Prepare or edit organizational publications for internal and external audiences, including maintaining and updating website, newsletter, board news, and other ongoing communications tools. • Write and develop special reports, publications, news releases, speeches and other marketing materials. • Identify, coordinate, develop and distribute information on media events, address inquiries and distribute success stories for MAWIB including pictures of events and cover stories. • Serve as organizational spokesperson for media inquiries as needed. • Coordinate with the public relations firms for special media responses. • Coordinate special projects and perform other duties as assigned.

Interviews may be conducted during the posting period.

To Apply:	Send cover letter and resume, stating the position that you are applying for, to: Human Resources Milwaukee Area Workforce Investment Board (MAWIB) 2342 N. 27th Street Milwaukee, WI 53210 Fax: (414) 225-2375; E-Mail: hr.manager@milwaukeeewib.org