DEPARTMENT OF NATURAL RESOURCES
POSITION DESCRIPTION

Working Title: Fish, Wildlife and Parks Division Outreach and Communication Specialist
Classification: Communications Specialist Advanced
Location: GEF2, Madison, WI

Purpose of the Position: This position is responsible for managing division-wide emerging communication related issues, as related to state and/or federal legislation and policy as well as special projects assigned by the Division of Fish, Wildlife and Parks (FWP). This role coordinates cross-divisional and inter-divisional communication related projects and processes as well as serves as the primary Division liaison to the Office of Communication. This position also broadly coordinates marketing efforts for the Division and serves as a liaison to the Departments R3 program. This position plays a lead role in ensuring program integration, issue management, program evaluation, strategic planning, organizational development and division-wide communications as they relate to consumptive and non-consumptive outdoor recreation.

Location, Geographic Scope and Travel Requirements: This position has statewide responsibilities and will be located in Madison. The position periodically travels throughout the state.

Scope of Authority: This position is supervised by the Division Administrator. The position is responsible for managing teams of staff assembled to address emerging or current communication related issues and to complete special projects related to consumptive and non-consumptive outdoor recreation. This person serves as the lead for the division communication team and is the primary liaison to Office of Communication and the Natural Resources Foundation for strategic communication assistance. The position will be assigned to act on behalf of the Administrator on select communication related issues.

Goals & Activities

50% Goal A. Lead and provide management for division communications

A1. Analyze, evaluate and develop Department/Division communications on major and/or assigned FWP issues.
A2. Serve as the primary liaison between Division communication staff and the Office of Communication
A3. Develop and maintain the division communications plan and serve as the division's communication central point of contact.
A4. Lead the division's communications team and work with the team members to establish communications protocols and goals, while fostering integration and collaboration.
A5. Assist program communication staff in implementing Bureau/Office specific communication strategies.
A6. Review division news releases ensure they meet department standards and approvals prior to submission to the Office of Communications.

20% Goal B. Develop internal and external partnerships

B1. Serve on internal teams and establish relationships with personnel in other divisions to advance FWP management needs within the context of the Department's strategic plan.
B2. Work with other public agencies (Tourism) and organizations, recreational interests, landowner organizations, other members of the FWP community, and elected officials to identify, assess, and respond to consumptive and non-consumptive outdoor recreation issues impacting FWP programs.
Goal C. Lead the management of emerging communication related issues and special projects related to FWP program management policies and regulations.

C1. Manage ad hoc teams designed to address emerging communication related issues and special projects.
C2. Work with the Administrator to address communication related issues that emerge through various related national and/or regional association and organizations such as the Association of Fish and Wildlife Agencies (AFWA), Midwest Association of Fish and Wildlife Agencies (MAFWA), United States Fish & Wildlife Service (USFWS), United States Forest Service (USFS), Natural Resources Conservation Service (NRCS), National Park Service (NPS).
C3. Monitor, evaluate and advise on legislative issues at the state and/or national level that have a direct communication need for the division.

Goal D. Develop and implement a Division-wide communication performance program

D1. Develop and track metrics associated with communication related policies and initiatives, particularly related to communication outreach investments.

Knowledge, Skills, and Abilities

- Knowledge of digital content creation, including photography, photo editing, videography, video editing, and other digital communication tools.
- Knowledge of administrative and management skills including strategic planning, resources allocation and monitoring, and communications integration and management.
- Knowledge and understanding of natural resources management.
- Knowledge of consumptive and non-consumption outdoor recreation interests in the state.
- Knowledge and familiarity with all aspects of the Division of FWP programs in Wisconsin.
- Knowledge and familiarity with other DNR programs as they pertain to the work of the Division.
- Knowledge of communications principles and tools.
- Experience with personal computers including social media, multimedia, equipment/software, word process, spreadsheets, and other DNR database programs.
- Skill in oral and written communications.
- Skill in decision making, problem solving and conflict resolution.
- Ability to develop communication related policies and procedures.
- Ability to function effectively on teams and lead teams.
- Ability to establish a network of critical partners.
Department Competencies

Safety: Ensures a culture of safety within the work unit. Demonstrate responsibility for the safety and health of employees. Monitor effectiveness and ideas for improvement. Ensures that staff is provided safety information and training, and for insures that all operations are performed with the utmost regard for the safety and health.

Decision Making: Able to analyze situations fully and accurately to reach productive decisions. Consults appropriate parties when necessary and identifies the key concerns and/or issues that need to be addressed in order to make the best decision possible, at the correct level of decision hierarchy. The desired outcomes for this competency include excellence and credibility in decision making.

Service Excellence: Makes customer service a top priority and constantly seeks to improve customer service. Is responsive to changes in what customers want and need. Delivers on promises made to customers and follows up appropriately. The desired outcome for this competency is a strong connection to our customers.

Effective Communications: Able to express ideas in a clear, concise and effective manner, whether speaking or in writing. Uses correct grammar and sentence structure in communications. Is a good listener, even when differing viewpoints are being expressed. Openly shares information and keeps all relevant parties updated. The desired outcome for this competency is strategic unity built on trust.

Interpersonal Relationships: Builds and maintains effective working relationships with others both internally and outside the organization; takes a positive and productive approach to resolving any conflicts which may arise. Exemplifies the commitment to the DNR’s core value of respect; to work with people, to understand each other’s views and to carry out the public will, maintain integrity, and treat everyone with fairness, compassion and dignity. The desired outcome of this competency is a shared mind set and pool of meaning.

Leadership: Fosters and encourages support from his/her team to accomplish objectives, follow procedures, and accepts suggestions; inspires confidence and respect; motivates people to achieve agency goals and objectives; promotes respect, honesty, integrity, and fairness to all. Enforces standards/rules fairly and consistently and leads with courage. The desired outcomes for this competency are accountability through ownership of the work, staff alignment with agency direction, and full engagement of all employees.

Position Requirements

Physical Requirements and Environmental Factors
Physical requirements include talking in front of and within groups, sitting for long periods of time; lifting and carrying 5 to 30lbs. Environmental factors include working indoors in an office setting and independently traveling to offices around the state.

Equipment/Software Used in Performing in the Position
General office equipment, computers, projectors, virtual meeting software, web-based communications programs, tools and social media. Multi-media equipment and software for podcast, video editing.

Telework Evaluation
The duties and responsibilities of this position would be suitable for telecommuting occasionally from an alternative office location.