

**Department of Natural Resources**

**Working Title:** Remediation and Redevelopment (RR) Publications and Web Coordinator

**Classification:** Communications Specialist - Senior

**Position Summary:** The Publications and Web Coordinator develops and administers the public information publication and web activities for the Remediation and Redevelopment (RR) Program. Publications and web content are a critical means of meeting customer information needs for the RR Program and maintaining staff efficiency and consistent program messaging to our customers and partners. The position supports the RR Program’s U.S. Environmental Protection Agency (EPA) State and Tribal Response Program grant (CERCLA s. 128(a)) by supporting “mechanisms and resources to provide meaningful opportunities for public participation” and “establishing and maintaining the public record.”

The Publications and Web Coordinator designs, implements and evaluates content for internet and intranet webpages; develops content for and leads publication of internal and external guidance, outreach and information documents; develops, writes, and edits news releases, articles, and feature stories, and assists in the development and implementation in communication strategies.

The position serves as the RR program representative and liaison to the division and department web governance and document management bodies and may participate on division level communication groups as requested.

**Geographic Scope & Travel Requirements:** This position coordinates communication services statewide for the RR program. Routine travel to in-state meetings and DNR regional offices is required.

**Scope of Authority:** This position is under the general supervision of the Brownfields, Outreach and Policy Section Chief, Remediation and Redevelopment (RR) Program.

**Goals and Activities:**

- 50% A. **Lead the development, maintenance, and storage of publications, press releases, guidance, and fact sheets for RR programs and policy issues assigned.**
  - A.1 Create and edit RR program publications. Develop the design and layout of publications including color, type and spacing determination. Take complex state and federal laws and interpret them for internal and external customers, through the development content for guidance and fact sheets.
  - A.2 Review and edit program content for publications in accordance with program guidance (legal citation guide, Act 21, etc.), Wisconsin Statute and Administrative Code (e.g., 292 and NR 700) and department procedures (writing style guide, etc.) for quality and consistency.
  - A.3 Develop and implement a process to monitor RR publications to identify, revise or remove out-of-date material.
  - A.4 Prepare and post publications for public comment. Serve as administrator for public comment mailbox and monitor all incoming messages. Coordinate with section chief and publication authors on closing of public comment periods and necessary revisions to publications.

- A.5 Coordinate all printing and bulk mailings for the RR program.
- A.6 Consult with program managers and staff to analyze their needs, identify new publication needs and uses to accomplish program goals and tasks, and manage those projects to meet the identified needs.
- A.7 Coordinate, set up and execute surveys for the RR program.
- A.8 Implement and maintain a system to catalog, distribute and maintain publications, documents, photos, and graphics to assist program staff, to include the RR program archive library for out-of-date publications.
- A.9 Manage publication inventory to ensure documents have numbers and are appropriately tracked.
- A.10 Assist with upgrade to and management of the new OnBase document management system.
- A.11 Working with the Program Support Team Leader create, maintain and enforce document naming and filing conventions for all publications and non-site specific documents.
- A.12 Monitor library usage to ensure all appropriate final documents are stored in the libraries, as appropriate.
- A.13 Manage and maintain RR libraries through clean up of historical RR files, locating relevant historical files that are still current and working with others on updating or archiving, as appropriate.
- A.14 Manage and maintain the presentations, photos and graphics libraries.
- A.15 Communicate with staff on relevant library updates.
- A.16 Assistance with organization and cataloging of outgoing employees' electronic and paper files.

**30% B. Management of internet and intranet content for the RR program and assist with management and maintenance of web applications.**

- B.1 Plan and organize web content to ensure it is audience-friendly and easy to use.
- B.2 Organize, edit, and post program content to Agency Production Server in accordance with department web governance protocols and standards for quality and consistency.
- B.3 Consult with program managers and staff to analyze their needs, identify new potential web uses and content to accomplish program goals and tasks, and manage projects to meet the identified needs.
- B.4 Collaborate with other program web publishers to ensure program needs are met in a manner to minimize duplication of effort.
- B.5 Develop and deliver tips, training and coaching to RR program staff so they can use the department's web products effectively and can help citizens and partners use the RR Program web products.
- B.6 Establish, monitor, and analyze performance measures, web usage and related e-business solutions by external constituents to assist program managers in improving web-based and other electronic outreach and communication needs.
- B.7 Review all publications, internet and intranet content created for the RR program to ensure consistency with DNR publishing protocols and standards.
- B.8 Assist with creation, management, testing, maintenance and use of external-facing web applications.
- B.9 Test new user functions on external applications for accuracy and usability.

- B.10 Assist with documenting and tracking project development progress.
  - B.11 Communicate application progress, problems and/or shortfalls to Automation Team Leader.
  - B.12 Participate in application user design, feedback and post-implementation reviews.
  - B.13 Maintain and ensure compliance with the RR Program's Web Operating Plan (RR-5154)
- 10% C. Serve as external and internal contact for inquiries, questions, public communications, etc.**
- C.1 Communicate regarding press releases, public inquiries, publications, guidance, fact sheets, etc.
  - C.2 Communicate updates with websites/ databases regarding tools related to internal and external information.
  - C.3 Communicate and gather comments for public notices related to program guidance and projects.
- 5% D. Design, update, maintain, edit and manage video information for RR programs and policy issues assigned.**
- D.1 Manage the upkeep, storage, organization, and presentation of all RR program video content that appears or is linked to the RR internet or intranet pages.
  - D.2 Provide regular metrics and other information to aid in determining long-term strategies for video content.
  - D.3 Maintain partnerships with other key agency staff to help troubleshoot any technical issues related to RR program video storage and management.
  - D.4 Edit and clean up raw video prior to final posting utilizing applicable software, including Camtasia.
- 5% E. Organizational responsiveness.**
- E.1 Maintain knowledge of DNR core values and adhere to them during daily business.
  - E.2 Review and keep abreast of changes in knowledge and practices of position-related activities.
  - E.3 Participate in job-related training and organizational meeting as assigned.
  - E.4 Other duties as assigned.

**Knowledge, Skills and Abilities:**

- Skill in computer operations, including Windows Office suite (Word, PowerPoint, Outlook, etc.).
- Knowledge of website design, usability analysis, and content management.
- Knowledge of internet design and programming, including navigation, architecture, usability, and integrating content from multiple sources.
- Ability to use web editing software such as Sharepoint and Drupal.
- Knowledge and use of analytical skills, including quantitative and qualitative assessment tools, end-user meetings/feedback tools, survey techniques and other data collection and analysis tools.
- Skill in constituent relations principles and protocols.
- Skill in structure and content of the English language, including the meaning and spelling of words, rules of composition and grammar.

- Skill in customer service orientation that is friendly and helpful.
- Knowledge of and proficiencies in communication and public relations skills, including competency in public speaking.
- Skill in project management and organizational skills.
- Ability to use current publishing software to create brochures and other professional publications.
- Skill in successfully working in a team atmosphere on complicated, high-level tasks.
- Skill in using web graphics optimization software such as Adobe InDesign and Adobe Photoshop.
- Knowledge of video editing software such as Camtasia.
- Ability to program using languages that include JavaScript, HTML/CSS, HTML5, and PL/SQL.

**Physical Requirements and Environmental Factors:**

Physical requirements include sitting for long periods of time.

Sedentary work (exerting up to 10 pounds of force occasionally and/or negligible amount of force) for 100% of the time.

Physically, the position has no physical requirements, other than lifting standard boxes of copier paper and parcels.

Environmentally, this position will spend approximately 95% of the time indoors.

**Telework Evaluation:**

Telework may be an option, following current telework policies.