

Department of Natural Resources

Working Title: Public Information Officer
Classification: Communications Specialist– Advanced

Location: Central Office - Madison

Position Summary:

The Public Information Officer is a high-profile, fast-paced position responsible for driving internal and external communications for the Department of Natural Resources. This position will work directly with staff across the department to create and share high-quality messaging and materials, drive engagement and build public awareness about the DNR's suite of services that engages the public.

This position works alongside web, social media, design, photography/video, and other creative staff to produce materials that ensure brand consistency in message, tone, look and feel. This position also coordinates and implements statewide agency communication plans and public education priorities.

Primary duties for this position also include:

- Project management.
- Writing/editing press releases.
- Creating social media content.
- Copyediting.
- Assisting with media requests.
- Facilitating media briefings and identifying opportunities to highlight the department's products and services.

This position advise all levels of department staff on the most effective education, outreach and public involvement methods. This position also serves as the liaison to state and federal agencies, legislative liaisons, conservation and environmental groups. The Public Information Officer supports the Communications Director and the senior leadership team, including assisting with drafting talking points, coordinating media interviews, etc.

Geographic Scope and Travel Requirements:

This position is located in Madison or Milwaukee. Travel within the state is required to promote and coordinate events and activities at state properties and cooperate with the Wisconsin Department of Tourism, Friends of Wisconsin State Parks, individual friends' groups, and the Natural Resources Foundation on the promotion of state recreational opportunities and facilities.

Scope of Authority:

Position reports to Public Affairs Section Chief – Office of Communications

Responsibilities and Accountabilities:

80% Support the various communications needs of the agency. Respond promptly to media requests and urgent issues. Provide communications planning, counsel and staffing for agency events.

A1. Work with department staff to draft and edit news releases, social media posts, agency reports, statements, talking points, articles, photo captions, and take photos for use in internal

and external publications. Coordinate with the Communications Director to secure approvals, develop distribution.

A2. Serve as media contact and respond to inquiries; Establish and maintain a working relationship with statewide news outlets and reporters.

A3. Develop communication materials, including talking points, PowerPoint presentations and briefing documents.

A4. Develop and implement marketing and communications campaigns and strategies and monitor their success.

A5. Oversee the creation of marketing and communications material to ensure that it is consistent with the organization's brand, including website copy, social media content, etc.

A6. Represent the organization at events and press conferences.

A7. Advise team leaders and staff on methods to solicit public opinion, input and participation in Department projects.

A8. Assist department staff in preparing for public appearances, presentations and program displays using video, PowerPoint, infographics and other software.

A9. Manage website content and make regular updates.

A10. Assist with maintaining an active agency presence across Facebook, Instagram, Twitter and LinkedIn.

A11. Document DNR activities with photo and video as assigned.

A12. Prepare/review and distribute pamphlets, fact sheets, brochures and maps.

A13. Prepare/review exhibits and displays for DNR functions as needed.

A14. Provide information and educational materials to the general public and media on frequently discussed programs and issues.

A15. Liaison program communications coordinators across agency.

A16. Other duties as assigned.

10% B. Coordinate internal communications among department employees.

B1. Write and edit internal publications and newsletters.

B2. Contribute content and photography for department-wide internal publications.

B3. Arrange interdisciplinary meetings and information training.

B4. Plan, coordinate and direct special internal communication programs.

10% C. Maintain and publish DNR Public Hearing and Meeting Calendar.

C1. Maintain DNR Public Hearing and Meetings calendar on the department website.

C2. Coordinate with legal services, and public affairs managers to ensure programs are noticing public meetings.

C3. Coordinate with legal services to ensure public hearing notices are published on the DNR website.

C4. Print and distribute weekly public hearing and meeting notices to be posted at DNR offices.

C5. Serve as a resource for DNR staff on complying with state open meetings statute.

Knowledge, Skills and Abilities:

1. Knowledge and/or skill in Communications, Public Relations, Journalism, English or related field which is supported with a Bachelor's degree in those areas and/or equivalent practical experience.

2. Skill in preparing a wide variety of communications content, including press releases, public announcements, reports, internal memos, speeches, infographics, video scripts and social media content.
3. Ability to work directly with news outlets and reporters, including having a deep understanding of news media practices.
4. Skill in exceptional professional communications – clear, logical, structured and confident.
5. Skill in writing and editing skills.
6. Knowledge of the AP Style.
7. Skill in social media community management, social media customer service and crisis communications.
8. Ability to remain flexible and resourceful while managing multiple priorities and tight deadlines.
9. Ability to develop and execute strategic communications campaigns.
10. Skill in organization and presentations
11. Knowledge of digital storytelling and how to use social media for large organizations.
12. Ability to develop strong external relationships and partnerships
13. Knowledge of inter-governmental and inter-agency relations and functions.
14. Ability to multi-task in a fast-paced environment with strong sense of urgency.
15. Skill in effective project management.

Physical Requirements and Environmental Factors:

Strength requirements for the position are on a continuum:

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

Physically, the position has no physical requirements; however, sitting will be over 75% of the time.

Environmentally, the position will spend approximately 75% of the time indoors.