

Department of Natural Resources

Working Title: Brand Manager
Classification: Communications Specialist– Advanced

Location: Central Office – Madison or Milwaukee SEQ

Position Summary:

This highly creative position provides graphic design and production on multi-channel marketing projects in a fast-paced, deadline driven environment. The Brand Manager creates and delivers marketing and communication materials with impact. This position requires a strong conceptual thinker with a high level of creativity, detail orientation and a strong eye for design, layout, color and typography who contributes fresh ideas on projects from start to finish. The successful candidate can design with all media platforms in mind, including print, digital, social media and video.

Primary duties for this position also include:

- Project management.
- Design and production of publications, advertising, event promotional materials, brochures and other marketing projects.
- Design and produce graphics for digital media, including website, social media, video and other projects as needed.
- Design and produce PowerPoint presentations and self-service templates, Word templates, and templates for Canva and additional platforms as needed.
- Manage department brand assets such as logos, photography, illustrations, design templates, presentations and brand documentation.

Geographic Scope and Travel Requirements:

This position is located in Madison or Milwaukee. Travel within the state may be required to promote and coordinate department events and activities. Some nights and weekends as needed.

Scope of Authority:

Position reports to Public Affairs Section Chief – Office of Communications

Responsibilities and Accountabilities:

**50% Support the various external communications needs of the agency.
Respond promptly to external requests from DNR programs.**

A1. Work with program staff to develop communications materials and concept their visual branding including social media posts, agency reports, photo captions, and take photos for use in internal and external publications. Coordinate with Communications Director to secure approvals. Develop distribution plan and assist with execution as necessary.

A2. Design and project manage the production of publications, advertising, event promotional materials, brochures, experiential marketing initiatives and other marketing projects in collaboration with Office of Communications staff and other DNR program staff.

A3. Assist in the organization, scheduling and management of photo shoots, including recruiting subjects and securing and managing photography releases.

A4. Conduct pre-press preparation and quality assurance of files and images, stay current with print process best practices.

A5. Collaborate with teammates and other department staff to create engaging content.

A6. Review communications plans and recommend visual opportunities to elevate the brand voice in agency communications.

A7. Regularly audit materials and associated metadata in Digital Asset Manager to ensure quality control for all assets uploaded agency-wide.

30% As part of the Office Communications, design and produce graphics, publications, advertising, event promotional materials, brochures and other design projects.

B1. Design and produce graphics for digital media, including website, social media, video and other projects as needed.

B2. Design and produce PowerPoint presentations and self-service templates, Word templates, and templates for Canva and additional platforms as needed.

B3. Support the department's mission, goals, policies and objectives.

20% Manage department brand assets such as logos, photography, illustrations, design templates, presentations and brand documentation.

C1. Create print and digital materials for presentations, including PowerPoints, leave-behinds and display boards.

C2. Perform final design and layout of materials, including color schemes, typefaces, camera-ready artwork, etc.

C3. Assist with management and maintenance of in-house digital asset management system, including providing system training and access, and providing feedback on user experience.

Knowledge, Skills and Abilities:

1. Ability to provide a strong portfolio of work that demonstrates strength in print and digital graphic design.
2. Skill in communications or graphic design, which may be demonstrated by an earned Bachelor's degree in graphic design or a related field.
3. Skill in Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Acrobat, and in Microsoft PowerPoint
4. Skill in graphic design and production demonstrated by experience in a wide variety of marketing projects.
5. Skilled in defining specs and select options for print projects.
6. Skill in working with design standards and brand platforms.
7. Ability to work in a team environment and collaborate with colleagues on creative projects and initiatives.
8. Ability to be detail-oriented and be able to work on deadline on multiple tasks at any one time.
9. Skill in providing service excellence to internal and external partners.
10. Ability to fill department requests quickly and efficiently.