

Department of Natural Resources

Working Title: Public Affairs Section Chief (Communications Supervisor)
Classification: Publications Supervisor

Location: Central Office – Madison or Milwaukee

Position Summary:

The Public Affairs Section Chief is a high-profile, fast-paced position responsible for managing the planning, development, evaluation, implementation, and administration of cohesive communications strategies 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 supervises public information officers within the Office of Communications and others as assigned. The Public Affairs Section Chief also supervises the *Wisconsin Natural Resources Magazine* staff and is the project manager for all magazine content creation process from writing to editing and publishing the quarterly periodical.

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.
- Directing crisis information response activities.

This position advises all levels of department staff on internal and public communications relating to effective education, outreach and public involvement methods. This position serves as the liaison with news outlets, state and federal agencies, legislative liaisons, conservation and environmental groups.

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 the Director, Office of Communications.

Responsibilities and Accountabilities:

50% Work as part of the Office of Communications supervising staff, overseeing proactive content creation, planning strategic communications, coordinating media relations, managing internal/executive communications, copyediting, drafting news releases, preparing talking points for agency leadership and creating presentation materials. Responding quickly to breaking news and urgent agency issues. Identifying and overseeing the integration of new and emerging technology opportunities. Strategically plan and develop communications plans.

A1. Supervise and evaluate assigned communications staff, including magazine staff.

A2. Assign and review writing and editing assignments given to staff.

A3. Write and edit content for a variety of media, including but not limited to the department website, social media, newsletters, press releases, magazine articles, promotional material and more on deadline.

A4. Collaborate with communications sub-teams and subject matter experts to execute department announcements and to find opportunities to proactively communicate on agency priorities.

A5. Plan and execute agency communications events, including media briefings, town halls, information sessions and more.

A6. Assist with media inquiries ensuring responses are handled in a timely manner, routed to appropriate subject matter expert(s) and Media Contact Reports are completed. Oversee media interviews, speaking engagements, media materials, assets, etc., to help tell our stories working with agency spokespeople.

A7. Manage and mitigate arising issues/crisis events by working alongside key team members. Act as department representative in difficult and potentially controversial contacts with representatives of other organizations, legislators, media, officials and the general public.

A8. Develop strategic communications plans and oversee related marketing budgets.

A9. Assist with drafting and updating copy for the department's intranet site to ensure DNR employees have access to tools, resources and information they need.

A10. Provide communications support and project management for key external initiatives and campaigns to help maximize exposure and visibility, and ensures the department's core values, priorities and messages are reflected in these efforts.

A11. Provide outstanding internal and external service excellence, communicating effectively with the public and fellow employees, solving problems and proactively creating sustainable solutions to issues.

A12. Support the department's mission, goals, policies and objectives.

A13. Conduct duties, responsibilities, tasks and assignments with a constructive, cooperative, positive, professional attitude and demeanor.

A14. Other projects and duties as assigned.

20% B. Coordinating and implementing agency communications priorities.

B1. Serve as link between the Office of Communications, program staff and public/media.

B2. Establish and maintain a working relationship with statewide news outlets.

B3. Implement statewide communications initiatives and priorities.

B4. Provide planning and implementation support to the Secretary's Office for strategic communications initiatives.

B5. Provide regular, direct feedback to the DNR's Communications Director regarding public and news media comments, commendations and criticisms.

B6. Identify developing communications issues and coordinate responses with the Communications Director and Digital Media Section Chief.

B7. Ensure consistent messaging, branding and DNR style across all agency communications.

B8. Develop, direct and monitor implementation of statewide communications plans and strategies to accomplish agency goals.

B9. Provide communications planning, counsel and staffing for Department and Natural Resources Board meetings, state government events, Governor's events and Secretary's events as needed. Provide local logistics and input into speeches.

B10. Proactively seek out and identify media opportunities – as well as situations that could adversely impact the DNR's reputation – and coordinate strategies and tactics to promote and protect the integrity of the agency.

20% C. Talent Development & Supervision of Section Staff

C1. Develop and discuss an achievable work plan for each direct report; Redirect staff time and workload to meet emerging needs. Clearly communicate the changes of work priorities and why the changes are occurring.

C2. Provide guidance and mentoring on technical matters as needed; provide guidance and coaching on interpersonal matters as needed.

C3. Participate in hiring, disciplining, dismissing, and other supervisory responsibilities as necessary.

C4. Monitor and track staff performance to ensure accountability and safety and conduct annual performance reviews.

C5. Monitor workplace dynamics (i.e. conflict management, respectful workplace) and address areas of under or non-performance and bring to a sustainable and productive conclusion.

10% D. Support the Director by providing regular updates and completing duties as assigned.

C1. Represent the Department as spokesperson as needed.

C2. Review proposed policies and programs and recommend changes or refinements.

C3. Attend staff meetings and conferences with staff, regional leaders and team leaders.

C4. Advise program staff on matters of legislative proposals, program development, program effectiveness and related matters.

C5. Other projects and duties as assigned.

Knowledge, Skills and Abilities:

1. Skill in in Communications, Public Relations, Journalism, Public Relations, English or related field or a Bachelor's degree or higher in the above areas.
2. Skill in supervisory work and/or equivalent project management experience.
3. Skilled in preparing a wide variety of communications content, including press releases, public announcements, reports, internal memos, speeches and infographics.
4. Ability to work directly with news outlets and reporters, including having a deep understanding of news media practices.
5. Ability to pitch stories for a magazine, podcast and/or news outlets preferred.
6. Skill in providing excellent customer service.
7. Ability to lead and motivate a team.
8. Ability to remain flexible while managing multiple priorities and tight deadlines.
9. Skill in exceptional professional communications – clear, logical, structured and confident.
10. Skilled in writing and editing as it relates to press releases, magazine content, email marketing, reports, newsletters, etc.
11. Skilled in building effective relationships, with an appreciation for the give and take necessary in partnerships.
12. Ability to work with diverse communities, including experience with strategic diversity communications.
13. Skill in sourcing stories and creative ideas.
14. Skill in providing Executive communications (talking points, speechwriting, presentations).
15. Ability to maintain excellent organizational skills and the ability to meet deadlines.
16. Skilled in analytical and creative problem solving to develop thoughtful, impact-oriented communications plans with a firm grasp of audiences and messaging needs.
17. Ability to use social media channels effectively to deliver content.
18. Knowledge of news media practices.
19. Knowledge of AP Style.
20. Knowledge of social community management, social customer care and crisis communications.

21. Knowledge of how to use social media for large organizations.
22. Ability to multitask in a fast-paced environment with strong sense of urgency.
23. Ability to remain calm and lead during a crisis and/or breaking news situation.

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.