



Wisconsin's Agricultural Ambassador

WI Dept. of Agriculture, Trade and Consumer Protection
Division of Agricultural Development

2811 Agriculture Drive, Madison, WI 53708
<http://datcp.wisconsin.gov>

Position Announcement

Position Description: This is a one-year contractual position with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). The professional hired will work full-time beginning June 6, 2016 to provide public relations and communication services for DATCP from the Madison headquarters for the contract year. In this position, the successful applicant will travel extensively throughout the state promoting Wisconsin's agriculture industry and its impact on the state economy. This position coordinates and conducts a large number of radio, television, print and social media pieces, writes and executes media campaigns for various agriculture industries, coordinates communications strategies, develops and delivers informational speeches for numerous urban and rural events, and provides educational presentations to students.

Compensation: This contract position receives a \$40,000 annual salary. The position also includes holiday, vacation and sick leave. Reimbursement of professional travel expenses, the use of a state-owned vehicle (for official business), and reimbursement for individual health insurance premium (\$450 max/month) are also provided.

Knowledge and Skills: Position applicants must be female, at least 21 years of age, and demonstrate: 1) Considerable knowledge of and/or work experience with Wisconsin's agriculture industry; 2) At least three years of experience, education or training in communications, marketing, education or public relations; 3) Public speaking experience; and 4) Experience planning and executing public relations, marketing and/or media campaigns.

Additionally, Alice in Dairyland applicants must:

- Be a Wisconsin resident at time of application and hold a valid Wisconsin Driver's License.
- Have the ability to develop working materials for a variety of informational presentations, speeches, and media interviews.
- Attend an extensive number of work-related events on evenings and weekends.
- Establish and maintain working relationships with staff, media and public.
- Be knowledgeable of and promote Wisconsin's agricultural efforts and accomplishments.
- Have the ability to foster positive rural/urban relations.
- Possess excellent written and oral communication skills.
- Have the ability to work independently with minimal supervision at times.

Recruitment Timeline: Qualified applicants will have a preliminary interview in February. The top candidates are required to attend a briefing session March 17-18, 2016, to gather information for the final round of interviews. Top candidates are also required to attend the final interviews in their entirety, to be held May 5-7, 2016 in Dodge County.

To Apply: Provide a cover letter, completed application page, resume, and three professional references. Complete applications can be sent to Becky Paris at Rebecca.Paris@wi.gov or 2811 Agriculture Drive, PO Box 8911, Madison, WI 53708-8911 (Email submissions are preferred). Application materials must be received by 4:30 p.m. on Monday, February 8, 2016.

A criminal background check of applications may be required. Previous Alice in Dairylands are not eligible to reapply. DATCP has the right to disqualify any candidate it deems a conflict of interest in this role. DATCP is an equal opportunity/affirmative action employer.