

Alice in Dairyland

65th

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 4, 2012 to provide public relations and communication services for DATCP from the Madison headquarters for the contract year. Alice travels nearly 40,000 miles throughout the state, and surrounding areas, promoting Wisconsin's agriculture industry and its impact on the state economy. Alice coordinates and conducts a large number of media interviews with television, radio, and print publications. She writes and executes social media and communications strategies, develops and delivers speeches for numerous urban and rural events, and presents at over 100 schools.

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: Alice in Dairyland 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 and/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 materials for a variety of informational presentations, speeches, and media interviews.
- Attend an extensive number of work-related events on evenings and weekends.
- Be knowledgeable of Wisconsin's agriculture, its diversity and top commodities.
- Establish and maintain working relationships with staff, media and public.
- Promote Wisconsin's agricultural efforts and accomplishments.
- Have the ability to foster positive rural/urban relations.
- Possess excellent written and oral communication skills.

Recruitment Timeline: Qualified applicants will have a preliminary interview on Friday, February 17, 2012. The top candidates (finalists) are required to attend a briefing session March 23-24, 2012, to gather information for the final selection process. Finalists are also required to attend all three days of the finals, to be held May 17-19, 2012 in Grant County.

To Apply: Provide a cover letter, resume, three professional references and summary of qualifications (not to exceed a total of two pages) addressing years and breadth of experience and skills on the following topics: 1) Wisconsin's agriculture industry; 2) Communications, marketing and/or public relations; 3) Public speaking; and 4) Public relations, marketing and/or media campaigns. Complete applications can be sent to Nicole Breunig at Nicole.Breunig@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 Friday, January 13, 2012.

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.



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Alice in Dairyland Application

Complete all items below accurately. Print or type all information. Submit this application with a cover letter, resume, three professional references, and summary of qualifications to:

Nicole Breunig, Alice in Dairyland Program Manager
PO Box 8911, 2811 Agriculture Dr.
Madison, WI 53708-8911
Nicole.Breunig@wi.gov (Email submissions are preferred)

All application materials must be received at WDATCP by 4:30 PM Friday, January 13, 2012

1. Contact Information:

Form with fields for Last Name, First Name, Middle Name, Date of Birth, Preferred Mailing Address, City, State, Zip, Day Phone, E-Mail Address, Evening Phone, Cell Phone.

2. I am currently legally authorized to work in the United States. Yes No

3. I am a Wisconsin resident. Yes No

4. I have a valid Wisconsin Driver's License. Yes No

If Yes, please provide your Wisconsin Driver's License number: _____

5. Certification Statement: I certify that the information I have provided in this application, cover letter, resume, three professional references, and summary of qualifications is true to the best of my knowledge. I understand that I may be required to verify the information. I understand that any false, misleading, or missing information may disqualify me from employment consideration.

Signature: _____ Date: _____