



## **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:** Alice in Dairyland is a marketing professional with a more than 70-year tradition of promoting agriculture in Wisconsin. 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 3, 2019 as a spokesperson providing 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 radio, television, and print interviews; creates social media content; writes and executes media campaigns for multiple agriculture industries; coordinates communications strategies; develops and delivers informational speeches for numerous urban and rural events; acts as a spokesperson at events; and provides educational presentations to students.

**Compensation:** This contract position annually receives a \$45,000 salary. The position also includes holiday, vacation and sick leave, reimbursement of approved travel expenses, the use of a program vehicle for official business, and reimbursement for individual health insurance premium (\$450 max/month).

**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, and/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 campaign materials for a variety of informational presentations, speeches, and media interviews.
- Be willing to attend an extensive number of work-related events on evenings and weekends.
- Establish and maintain working relationships with staff, partners, media and the public.
- Be knowledgeable of and enthusiastically promote Wisconsin's agricultural efforts and accomplishments.
- Have the ability to foster positive rural/urban relations.
- Possess excellent written and oral communication skills.
- Have a working knowledge of word processing and presentation software; video and photo editing experience; and online and social media acumen.
- Be self-directed and have the ability to work independently with minimal supervision at times.

**Recruitment Timeline:** Qualified applicants will have a preliminary interview Friday, February 15, 2019 at the DATCP Madison offices. The top candidates will participate in an extensive interview process for the position and are required to attend a briefing session and press conference March 14-15, 2019 to gather information for the components of the final round of interviews. Top candidates are required to attend the final interviews in their entirety, to be held May 9-11, 2019 in Green County.

**To Apply:** Provide a cover letter, completed application form, resume, and contact information for three professional references. Complete applications can be sent to Ti Gauger at [Ti.Gauger@wisconsin.gov](mailto:Ti.Gauger@wisconsin.gov) or PO Box 8911, Madison, WI 53708-8911 (E-mail submissions are preferred). Application materials must be received by 4:30 p.m. on Monday, February 4, 2019.

A criminal background check and driving records for applicants will be required. Previous Alice in Dairylands are not eligible to reapply. DATCP is an equal opportunity/affirmative action employer.