



Position Announcement: 75th Alice in Dairyland

Position Description: Alice in Dairyland is a marketing professional with a 74-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). Starting July 5, 2022, the incumbent will work full-time as a spokesperson providing public relations and communication services for DATCP for the contract year. In this position, the chosen candidate will travel extensively throughout the state promoting Wisconsin's agriculture industry and its impact on the state economy. In addition to travel, weekly in-person office time at DATCP's Madison office is required. 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.

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 when traveling for business purposes, and reimbursement for individual health insurance premium (up to \$450 /month).

Knowledge and Skills: Position applicants must be female, at least 21 years of age, and:

- Demonstrate considerable knowledge of and/or have work experience with Wisconsin's agriculture industry
- Have at least three years of experience, education, and/or training in communications, marketing, education, or public relations.
- Have public speaking experience.
- Have the ability to develop compelling and informative campaign materials for a variety of informational presentations, speeches, and media interviews.
- Be a Wisconsin resident at time of application and hold a valid Wisconsin driver's license.
- 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 Microsoft Office Suite (Word, PowerPoint, etc.), social media platforms (Facebook, Twitter, Instagram, YouTube, etc.), video editing software (iMovie, Premiere Pro, etc.), graphic design software (Adobe InDesign, Adobe Illustrator, Canva, etc.), and tracking analytics
- Be self-directed and have the ability to work independently with minimal supervision at times.

Timeline: Qualified applicants will have a preliminary interview on Saturday, February 26, 2022 at DATCP or via Zoom. The resulting top candidates are required to attend a briefing session and press conference March 11-12, 2022 in Dane County to receive information on the evaluated components of the final round of interviews. Top candidates are required to prepare materials for and attend the final interviews in their entirety May 19-21, 2022 in Dane County.

To Apply: Provide a cover letter, completed application form, resume, and contact information for three professional references. Applications should be submitted to DATCPAlice@wisconsin.gov (preferred) or PO Box 8911, Madison, WI 53708-8911 by 4:30 p.m. on Friday, February 4, 2022.

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.