WISCONSIN CIVIL SERVICE OPPORTUNITIES

1-67 Please Post

DIRECTOR OF INFORMATION AND EDUCATION
Department of Resource Development
First annual salary $10,026. Merit raises to $12,696.

Open to Nonresidents

LOCATION: Department of Resource Development, Madison. The list established from this examination will be used for this vacancy only.

JOB DESCRIPTION: Be responsible for the public information and public education programs of the department, with initial emphasis on the water resources program. Future emphasis will include planning and recreational programs. Prepare publications and reports for general circulation. Provide guidance for the public and community relations of the department. Plan and conduct training courses for state and local officials and regulated occupations. Arrange for state and regional conferences on state, local and regional planning activities and water quality enhancement activities. Serve as editorial consultant to department officers. Plan and develop oral, pictorial and display presentations of the department's programs. Act as departmental contact with representatives of the news media and civic organizations. May give talks on departmental programs and activities before various groups.

QUALIFICATIONS: Training and experience - College graduation with major courses in journalism, advertising or related areas and five years of progressively responsible experience in public information and public relations activities preferably including experience in one of the media such as newspapers, radio or television. An equivalent combination of training and experience will also be considered. Wisconsin residence is not required. The department feels that experience with water resources management or natural resources management would be particularly helpful.

Essential skills and knowledges - Extensive knowledge of the principles and practices of public relations. Extensive knowledge of editing and publication practices. Extensive knowledge of the various news media, their uses and limitations. Extensive knowledge of public opinion measurement principles and techniques. Ability to develop materials which the news media will find meaningful, timely and suitable to their own requirements. Ability to establish and maintain effective working relationships with news media representatives, officials and the public.

APPLICATION: Your application should be received at the Bureau of Personnel by January 27. Applications will be accepted after this date if examination arrangements can still be completed.

PLEASE SEE THE BACK OF THIS ANNOUNCEMENT

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JRD

CIVIL SERVICE TITLE: PUBLIC INFORMATION OFFICER 4 - RESOURCE DEVELOPMENT

DEPARTMENT OF ADMINISTRATION, BUREAU OF PERSONNEL, STATE OFFICE BUILDING, MADISON

FORM AD-PE-EX-72

Promotional Opportunity -- Annual Merit Raises

Sick Leave -- Vacation -- Group Life Insurance

Retirement and Social Security