

State of Washington
Dept. of Fish and Wildlife
invites applications for the position of:
Communications Consultant 4

careers.wa.gov
Working for Washington State

SALARY: \$3,704.00 - \$4,860.00 Monthly

OPENING DATE: 03/25/13

CLOSING DATE: Continuous

DESCRIPTION:



Our Mission
To preserve, protect and perpetuate fish, wildlife and ecosystems while providing sustainable fish and wildlife recreational and commercial opportunities.

Vision
Conservation of Washington's fish and wildlife resources and ecosystems.

Additional Salary Information
The salary range reflects a 3% salary reduction for state employees over the 2011-13 biennium, which was passed by the Legislature effective July 1, 2011 through June 29, 2013.

COMMUNICATIONS CONSULTANT 4

THE DEPARTMENT

The Washington Department of Fish and Wildlife (WDFW) is dedicated to protecting native fish and wildlife, and providing sustainable fishing, hunting and wildlife viewing opportunities for millions of residents and visitors. Working throughout the state, WDFW's employees—field biologists, enforcement officers, land stewards, lab technicians, customer service representatives and others—manage hundreds of fish and wildlife species, maintain nearly a million acres of public wildlife lands, provide opportunities for recreational and commercial fishing, wildlife viewing and hunting, protect and restore habitat and enforce laws that protect fish and wildlife resources. Learn more about us at www.wdfw.wa.gov.

This recruitment is to fill one (1) **full-time permanent** position in the WDFW Public Affairs and Community Outreach unit. The position is based at the Washington State Natural Resources Building in Olympia, Thurston County, Washington.

JOB SUMMARY

The Public Affairs and Community Outreach unit communicates information on department activities and conducts outreach activities to establish and enhance partnerships with organizations across the state. The unit produces and distributes news releases and reports, responds to inquiries, and manages the department's website and social media content.

Communications consultants write news releases and develop web content and other documents to publicize department actions and decisions throughout the state. They work with WDFW staff in other programs to develop and implement strategic communication plans, and use social media to communicate and interact with the public. They participate on project-specific work teams and develop other communication and outreach material as needed.

DUTIES:

Communication: The Public Affairs and Community Outreach unit has many responsibilities, all of which require staff members to communicate effectively orally and in writing; and to plan and execute projects over several weeks or months. Under the direction of Public Affairs and Outreach supervisors, the person in this position will be expected to:

- Research, write and distribute news releases, web and social media content, recreation reports, issue papers, and other information products that communicate WDFW programs and activities, including the activities of the state Fish and Wildlife Commission.
- Receive and respond to inquiries from the news media, other organizations that request information about the department, and to effectively represent the agency in interviews with print and broadcast reporters and editors.
- Represent the department in multi-agency public information projects, such as those required during emergencies or other unexpected events.
- Develop and implement strategic communication plans on department programs.

Project Coordination: Many of the unit's communication projects require ongoing coordination and oversight. The person in this position will be expected to:

- Participate in work groups to develop practical, cost-effective project plans that ensure timely completion of communication and outreach priorities.
- Ensure the completion of projects and evaluate their results in collaboration with other WDFW personnel.

Community Outreach: The department's communication and outreach activities are closely related, so communication consultants are expected to periodically:

- Write and review documents for presentation to external audiences.
- Assist the unit's outreach specialists as needed to ensure timely completion of the unit's ongoing responsibilities and special projects.

WORKING CONDITIONS

The working environment is a busy office setting. Varying degrees of activity occur in the common areas during working hours; most tasks will involve sitting at a desk and working on a computer. Incumbent must be able to work amid distraction.

The person in this position normally works 8 a.m.-5 p.m., Monday-Friday, but may be required to occasionally work more than 40 hours per week or on weekends to meet deadlines during peak periods.

UNION NOTICE:

This position is covered by a collective bargaining agreement between the State of Washington, Department of Fish and Wildlife and the Washington Federation of State Employees (WFSE), which contains a "union security" provision. This means that, as a condition of employment, you must either join the union and pay union dues, or pay the union a representational or other fee within 30 days of the date you are put into pay status.

QUALIFICATIONS:

The successful candidate must demonstrate that she or he possesses:

- Familiarity with natural resource and outdoor recreation issues in Washington State.
- The analytical and critical thinking skills required to assess the public's awareness and understanding of WDFW issues and activities.
- The ability to manage and complete multiple projects and tasks on tight deadlines.
- Excellent verbal and written communication skills, including the ability to conduct interviews to effectively gather information.
- Consulting skills to help department personnel anticipate and respond to public information needs.
- Knowledge of news media operations and experience working with reporters and editors.
- The ability to handle sensitive information and maintain confidentiality.

Note: All candidates interviewed for this position will be required to complete a writing test in conjunction with the interview to demonstrate their proficiency.

Preferred/Desired qualifications:

- Bachelor's degree in communication or a closely related field.
- Minimum of three years of professional communications experience in the news media or in public information for a public agency or non-profit organization.
- Professional experience as an organizational spokesperson.
- Understanding of the organization and operation of Washington state government.

SUPPLEMENTAL INFORMATION:

This position is open until filled. It is in the candidate's best interest to apply before **Tuesday, April 2, 2013**, when a first review of applicants will be completed. The Department of Fish and Wildlife reserves the right to fill and close this position without notice.

To apply for this position you **MUST** complete your profile at www.careers.wa.gov and attach the following in order to your profile before completing the online application:

- A cover letter of no more than two and one half (2 ½) pages in length, describing how you meet the qualifications of this position (generic cover letters will not be accepted).
- A current resume (please make it succinct).
- Three (3) **professional** references (personal references do not count as professional references).

Please do not include any attachments other than the ones requested above.

Please note: Failure to follow the above application instructions will result in disqualification. E-mailed documents will not be accepted in lieu of attaching your documents to the online profile.

Upon submission of your online application, you will immediately receive a confirming e-mail. You will then be notified via e-mail of your status during the process. In addition to the e-mail notifications, you can check the status of your application at any time by visiting your online profile at www.careers.wa.gov. Due to the high volume of applications that we receive, we ask your understanding and encourage you to use the online process and avoid calling for information.

Please note that initial screening will be solely based on the completeness of application materials submitted and the contents and completeness of the **"work experience"** section of your application in NeoGov. A resume will not substitute for the "work experience" section of the application. The information provided in your application must support your answers in the supplemental questions and cover letter. Responses not supported in your application may disqualify you from consideration for employment in this position. All information will be verified and documentation may be required.

The Department of Fish and Wildlife is an equal opportunity employer. We strive to create a working environment that includes and respects cultural, racial, ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons of disability, persons over 40 years of age, disabled and Vietnam era veterans and people of all sexual orientations and gender identities are encouraged to apply. Persons needing accommodation in the application process or this announcement in an alternative format may call (360) 902-2276 or the Telecommunications Device for the Deaf (TDD) at (800) 833-6388.

Communications Consultant 4 Supplemental Questionnaire

- * 1. Please describe your experience writing documents for publication (print, broadcast, and/or web). Please include professional experience involving creation or management of social media content.
- * 2. Please describe an example of how you have successfully planned and implemented a strategic communication project. Please describe how your work helped accomplish specific organizational objectives.
- * 3. How should an organization such as the Department of Fish and Wildlife evaluate the effectiveness of its public information and outreach activities?
- * 4. In your current position or previous jobs, how have you established positive working relationships with the news media and with your colleagues?
- * 5. What is the most rewarding communication-related job you have had and why?
- * 6. Agency-Wide Question: Have you attached your cover letter, resume and three (3) professional references?

Yes No

* 7. Agency-Wide Question: Have you ever been convicted of a misdemeanor or felony within the last ten (10) years (answering yes will not automatically eliminate you from consideration)?

Yes No

* 8. Agency-Wide Question: Do you have a valid Washington State or other state driver's license (If selected for an interview you may be asked to furnish your license and driving record)?

Yes No

* Required Question