

**Classification:**  
**Working Title: Communications Director**

**Position Number:**

### **Position Summary**

Under the general direction of the Deputy Secretary in the Department of Tourism, this position will administer and execute the Department's public relations program which involves coordinating and monitoring the activities of public relations agencies, and working directly with media, Wisconsin's tourism industry, and staff at the Department of Tourism to provide information regarding Wisconsin travel opportunities and Department programs.

The Communications Officer coordinates the Department's consumer-facing media relations outreach; serves as first point of contact for the media, answers media inquiries and requests; vets media opportunities for the Secretary and/or Deputy Secretary; prepares or oversees the preparation of message points and interview logistics; coordinates press conferences; organizes itineraries and attends media familiarization tours in various parts of the state.

This position serves as the Department spokesperson with media and influencers as designated by the Secretary and Deputy Secretary. The Communications Officer will pitch local, state, national, international, and niche media and influencers to earn positive attention for Wisconsin's tourism product and industry while coordinating with the Department's agency of record or subcontractors to accomplish this same goal. The position will write and edit news releases, talking points, speeches, industry newsletters, advertorial and consumer copy, Secretary's Office correspondence, customer service responses, radio scripts, and official commendations.

### **Goals and Worker Activities**

#### **40% A. Coordinate and execute the Department's public and media relations strategy.**

- A1. Execute public relations imperatives in the Department's strategic plan, with an emphasis on consumer-facing communications.
- A2. Oversee public relations budget development and monitor approved expenditures to ensure budget discipline.
- A4. Draft a strategic communications plan that incorporates emerging travel trends as well as media and influencer coverage trends for the Department and agencies of record.
- A5. Develop and participate in group familiarization tours each fiscal year with international, national, state and local travel editors, writers and influencers.
- A6. Develop and coordinate outreach and promotional opportunities for Department initiatives with international, national, state and local media for items such as grant programs, Wisconsin Governor's Conference on Tourism, and others.
- A7. Implement communication strategy and tactics during crisis situations with international, national, regional and local media.
- A8. Manage, schedule, assign, and evaluate the work of PR LTE(s) on public relations projects including news release writing, special event planning, website content and

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familiarization tour planning and execution.

A9. Represent the Department at local, national and international award ceremonies and trade shows at the request of the Secretary or Deputy Secretary.

**35% B. Public relations editing, writing, content development, and securing media coverage.**

B1. Write and edit public relations materials including, but not limited to, news releases, talking points, speeches and remarks, industry newsletters, industry social media, consumer advertorials, TravelWisconsin.com articles, radio scripts, Secretary's Office correspondence, customer service responses, policy statements, reports, and official commendations.

B2. Research and write speeches and scripts for Secretary as requested.

B3. Coordinate the Department's public relations outreach directed at informing the media, tourism industry and general public about Department programs and policies, grants, tourism research and trends, and industry issues.

B4. Respond to and evaluate media inquiries. Serve as spokesperson for international, national and local TV, radio and print interviews.

B5. Coordinate local, national and international media outreach for Department personnel, including but not limited to the Secretary, for events that include press conferences, interviews, editorial board meetings and speaking engagements.

**20% C. Lead efforts to integrate the work of the communications team with all other facets of the Department, including marketing and agencies of record.**

C1. Work with the Department's agencies of record to strategize, plan and conduct outreach to the media to include tactics such as development of media contacts, press kits, and releases, story pitching, advertorials, promotions, familiarization tours, journalist trade shows, special events, press conferences, activations and editorial deskside meetings.

C2. Direct the public relations activities of the Department's agencies of record, subcontractors and/or other external PR consultants.

C3. Work with the Department's agencies of record to coordinate and conduct appointments with travel editors and writers in deskside meetings and trade shows in the state's target markets.

C4. Work with the Department's marketing, social media and web teams to integrate, uplift, enhance and occasionally drive marketing campaigns.

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C5. Serve as a back-up liaison with the Governor's press office, state agency public information officers, federal government public relations officials, and other organizations as requested by the Department Secretary and/or Deputy Secretary.

**5% D. Performance of other duties as assigned.**

**Knowledge, Skills, and Abilities**

1. Knowledge of communications, journalism or related field.
2. Knowledge of corporate, non-profit, or government public relations or at a public relations or advertising agency.
3. Considerable knowledge and skill with media relations including serving as organization spokesperson.
4. Excellent writing, research and editing skills.
5. Ability to manage external PR agencies/consultants.
6. Excellent public speaking skills.
7. Knowledge of Wisconsin's tourism product.
8. Ability to work independently and as part of an integrated marketing team.
9. Detail-oriented; ability to prioritize and meet deadlines.
10. Proficiency in Microsoft Office products.
11. Familiarity with government and the tourism industry.

**Special Requirements:**

This position will require travel. A valid Wisconsin driver's license or ability to provide one's own transportation will be required.