



## **Public Relations LTE (Communications Specialist)**

Under the general direction of the Communications Director and Senior Communications Specialist within the Department of Tourism, this position will:

**A:** Assist with the Department's public relations program which involves coordinating and monitoring the activities of public relations agencies, working directly with media and Wisconsin's tourism industry to provide information regarding Wisconsin travel opportunities and Department programs.

1. Review and edit the work of an outside public relations agency and freelance writers employed by the state.

**B:** Assist in the coordination of the Department's media relations outreach; serve as a contact for the media and answer media inquiries and requests; prepare the preparation of message points for the Secretary's Office and Communications Director; coordinate press conferences; attend media familiarization tours in different parts of the state.

1. Responding to journalist requests for Wisconsin travel information and photography.
2. Assist with general media monitoring.

**C:** Manage media outreach and coordinating news releases for the Department's Joint Effort Marketing grant program.

**D:** 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.

**E:** Perform other projects as assigned.

### **Knowledge, skills, and abilities**

- Experience in communications, marketing, journalism or related field.
- Knowledge and experience with media.
- Excellent writing, research and editing skills.
- Ability to work independently and as part of an integrated marketing team.
- Detail-oriented; able to prioritize and meet deadlines.
- Proficiency in Microsoft Office products.
- Knowledge of Wisconsin's tourism product is preferred but not required.

**Special Notes:** This position will work 10-20 hours/week Monday – Friday between 8am – 5pm. Schedule will be flexible.