

Title: Senior Marketing and Communications Specialist
Classification: Marketing Specialist Senior – (Permanent Position)

About the Wisconsin Department of Tourism and the Office of Outdoor Recreation

The Wisconsin Department of Tourism (WDT) promotes and elevates the state's brand through effective marketing to drive economic impact for all Wisconsinites. We are the proud home of Travel Wisconsin, the official destination marketing organization for the State of Wisconsin and the Office of Outdoor Recreation.

Travel Wisconsin inspires travelers to experience Wisconsin and make lasting memories in our beautiful state. Wisconsin's natural beauty, incredible culinary scene, spirited events, cultural offerings, and vibrant tourism businesses make this state a wonderful place to visit, live and work. Our team at Travel Wisconsin showcases this every day, marketing the state as a premier travel destination to consumers while driving economic impact to Wisconsin's 72 counties and 11 tribal nations.

The Office of Outdoor Recreation unites Wisconsin's diverse outdoor industry stakeholders and provides support and resources to position Wisconsin as a top outdoor recreation destination. The Wisconsin Office of Outdoor Recreation strengthens Wisconsin's economy and quality of life through outdoor recreation.

Our team is passionate about our mission, and we approach our fast-paced work with a commitment to constant improvement and learning, grounded in our values of collaboration, excellence, balance, authenticity and fun.

POSITION SUMMARY

Under the general direction of the Director of the Office of Outdoor Recreation and in coordination with the Department of Tourism marketing and communications teams, agencies of record and external vendors, this position will coordinate and execute all marketing communications and collateral materials of the Office to support the Office's strategic imperative to amplify outdoor recreation in Wisconsin as a renowned destination and a valued element of the state's economy and culture. This position will create a wide variety of publications which includes newsletter/email marketing, reports, press releases, speeches, interview talking points, website copy, social media copy and more that will reach Wisconsin residents and travelers. This position will also utilize software programs to create presentations, design printed or graphic materials and videos.

In addition to industry-facing marketing and communications, this position will lead and support cross-bureau collaboration to elevate outdoor recreation narratives in consumer-facing media through Travel Wisconsin's comprehensive marketing and public relations efforts.

This position is headquartered at the Madison office and will have the option of working remotely up to 85%. The position infrequently requires some evening and weekend travel. This schedule may change based on training or operational needs. Employees will be required to come into the office for in-person collaboration meetings, often occurring on Tuesdays and Wednesdays. Employees will be required to report to the Madison office on their first day of employment and work in the office two days per week for the first three months of employment. High-speed internet access is required to meet the needs of remote work.

GOALS AND WORKER ACTIVITIES

40% A. Plan, develop, edit, execute and distribute industry-facing comprehensive marketing and communications and collateral that effectively positions the Office as a central hub and resource for Wisconsin's outdoor recreation industry.

- A1. Manage website content and performance. Using the content management system, update copy, post articles and resources in a timely manner to achieve high user engagement.
- A2. Lead development of monthly newsletter content. Research and write articles and industry profiles. Utilize the email platform to build out monthly newsletters and other mass communications, shepherd the editing process and perform contact list management activities.
- A3. Lead development and management of social media content calendar. Write copy and post to social channels multiple times per week.
- A4. Measure and evaluate engagement and effectiveness of all communications including the website, email and social.
- A5. Collaborate with the tourism communications team to coordinate the scheduling of communications, align messaging and for editing and proofing materials.
- A6. Concept, draft and shepherd the complex production process for annual and economic impact reports. Design materials and graphics and/or manage vendor relationships to achieve desired outcomes.
- A7. Draft visual presentation materials that may include animations, charts, graphs and other features for stakeholders, which include members of the outdoor recreation industry, nonprofit organizations, manufacturers, retailers, outfitters, and colleagues across all levels of government.
- A8. Lead the writing of remarks, keynote speeches, presentations and interview talking points. Ensure staff attending events are prepared with all necessary background, details and materials, which may require working with other staff or bureaus to secure presentation materials or collateral. Co-manage a calendar of appearances for the Office through the Department-wide process and proactively assess opportunities based on established criteria.

20% B. Lead efforts to coordinate with internal bureaus to elevate Wisconsin's outdoor recreations offerings through strategic marketing communications and public relations campaigns targeting consumer audiences.

- B1. Collaborate with the Travel Wisconsin marketing and communications team and agencies of record to engage journalists, content creators and evaluate other media opportunities that promote and amplify Wisconsin's outdoor recreation offerings, culture and industry
- B2. Research the overlapping qualities of outdoor recreation enthusiasts and travel motivations to align with consumer and travel trends to inform compelling story ideas, identify target outlets and enable irresistible media pitches that land Wisconsin's outdoor offering or industry in lists ([The 15 Best U.S. Cities for Outdoor Activities](#); *Landing*), niche articles ([Dressed to Kill: The Making of a Mepps Aglia Lure](#); *Field & Stream*) that reach

passionate readers or feature articles in major national outlets ([Discovering an Unexpected Wilderness on Wisconsin's Ice Age Trail](#); *National Geographic*).

- B3. Build outdoor recreation-centric itineraries that showcase Wisconsin's epic, diverse and unique offerings to engage journalists, content creators or consumers.
- B4. Research, expand and maintain a list of outdoor recreation stakeholders to engage in media opportunities as subject matter experts or spokespeople. Collaborate with the broader industry to engage partners and connect to opportunities.
- B5. Prepare talking points for consumer-facing media interviews for staff and external partners.
- B6. Provide diverse strategy ideation, writing, creative or editing support for Travel Wisconsin consumer-facing content for special outdoor recreation-focused projects.

20% C. Lead the production of resources and support the programs that fuel development and innovation of Wisconsin's outdoor recreation industry through the creation, implementation and distribution of marketing materials and communications.

- C1. Partner with the team in producing tools and resources that need written copy and visual design.
- C2. Provide technical and administrative assistance for educational webinars and/or large group virtual meetings.
- C3. Develop outreach and promotional strategies to share programs, resources or tools developed by the Office or events hosted by the Office.
- C4. Research and utilize survey tools to gather information from stakeholders and event attendees to assist the team in evaluating new and current programs, resources and tools.
- C5. Work with the Director and team to further engage members listed in the Outdoor Business Directory.
- C6. Responsible for maintenance of the Outdoor Business Directory, ensuring new additions and updates are completed promptly.
- C7. Collaborate with the Director, staff, vendors, and partners, providing recommendations to further develop the Outdoor Recreation Inventory and create opportunities for other agencies and stakeholders to leverage the new resource.

10% D. Provide operational and administrative support for the Department of Tourism, including projects and other duties as assigned.

- D1. Maintain stakeholder contacts, distribution lists and relevant information in the constituent record management database (CRM).
- D2. Provide support for meeting and event logistics, including managing the overall planning and execution of the Wisconsin Governor's Outdoor Industry Awards, the Wisconsin Governor's Council on Tourism (WIGCOT) Conference, etc.
- D3. Create forms and automated notifications to streamline public inquiries, program or event registration, etc. Monitor inquiries and the public email inbox
- D4. Participate in agency Inclusion, Diversity, Equity and Accessibility (IDEA) initiatives and support the implementation of IDEA efforts into programs.
- D5. Support and actively participate in efforts to set and uphold organizational culture, values and norms.

KNOWLEDGE, SKILLS AND ABILITIES

1. Thorough knowledge of marketing, communications, journalism, media relations, or a related field.
2. Knowledge of Wisconsin's outdoor recreation offerings, culture and industry.
3. Skilled in interpreting marketing data and research to inform strategy and evaluate program impact.
4. Writing, research and editing skills for various types of communications and audiences.
5. Skilled in strategic media pitching.
6. Experience developing integrated digital marketing, social media and website strategies and managing content within these platforms.
7. Knowledge of content management systems, email platforms and CMS software
8. Strong sense of visual design; proficiency with Adobe Creative Suite preferred.
9. Proficiency in Microsoft Office products.
10. Self-starter with the ability to work independently and as part of an integrated team.
11. Detail-oriented; ability to prioritize and meet deadlines.
12. Strong project management skills and proficiency using tools to manage projects.

Special Requirements: This position may require travel infrequently.