

STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION

NATURAL RESOURCES MAGAZINE EDITOR

I. INTRODUCTION

This classification specification is the basic authority under Wis. Admin. Code ER 2.04 for making classification decisions relative to the single professional, managerial position located within the Department of Natural Resources which functions as the Editor of the Natural Resources Magazine. This classification specification will not specifically identify every eventuality or combination of duties and responsibilities of the position that currently exists, or those that result from changing program emphasis in the future. Rather, it is designed to serve as a framework for classification decision-making in this occupational area.

Classification decisions must be based on the "best fit" of the duties within the existing classification structure. The "best fit" is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

II. DEFINITION

The position allocated to this classification is a professional position which meets the definition of management in Wis. Stats. 111.81(13). This position is located in the Department of Natural Resources and functions as the Editor of the *Wisconsin Natural Resources* Magazine; manages and administers the writing and production of the magazine, which is a full-color, self-funded publication with national distribution; determines, develops, approves, and produces all contents of this official state magazine for the DNR; independently interprets and defines DNR policies and positions on emerging issues, speaking for the agency; consults with the Department Secretary, Integrated Management Team, administrators, regional directors and program administrators on information and issue strategies; provides editorial and program management to the magazine; directs the marketing, promotional and advertising activities for the magazine; provides general public relations counsel to department's public affairs staff and other programs; determines magazine price and manages spin-off business ventures; manages the budget, deciding where to allocate the resources in production of the magazine; allocates staff hours and directs work loads, setting priorities for the professional staff; solicits, selects, and edits stories from department, public and private sector authors to encourage point/counterpoint public analyses of environmental and resource management issues; develops and writes editorials and major stories that present and interpret department and state policy on priority issues; develops and maintains contact with environmental opinion leaders, scientific experts, national media; and develops and maintains professional association with magazine industry, including state governments, non-profit and private for-profit magazine programs nationwide.

III. QUALIFICATIONS

The qualifications required for this position will be determined at the time of recruitment. Such determination will be based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience(s) which provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

IV. ADMINISTRATIVE INFORMATION

This classification was created effective January 4, 1998 as a result of the Public Information Officer and Publications Editor Personnel Management Survey and was announced in Bulletin CC/SC-80. This survey was an extension of the Professional Program Support Personnel Management Survey.

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