

Class Concept

This is administrative and supervisory work in planning, developing, and directing the education and public communication services for the Wildlife Resources Commission. Develops program strategy, including goals, objectives, policy direction, and procedures. Serves as the agency's principal representative in matters of wildlife education and public communications. Directs the work of highly skilled, independent technical specialists or analysts in the oversight of complex programs.

Employee supervises a staff of public communication, education and publications specialists, and supportive staff involved with communicating wildlife conservation, wildlife education, hunter education, agency public communication (including social media), marketing, recruitment and retention, and related outdoor skills programs. Work involves guiding the development and implementation of educational programs, advising agency personnel on methods of promotion and communication of programs, coordinating all public relations, marketing and public communication activities for the agency, and evaluating publications and publicity. Work is performed independently under the general direction of the Chief Deputy, and is reviewed through periodic conference, reports, and through response to programs by the general public. This position plans and directs public relations, marketing, and public communication programs to promote and explain agency goals and objectives. The position develops, controls, and administers operational and organization goals and plans, budgetary plans, and personnel for communication and education. The position determines the budget based on input from the Assistant Administrators and Division and Agency goals. The position directs personnel in complex and varied methods used in preparing and distributing news releases, reports, publications, and exhibits which are used by the public and various communications media. The position organizes, directs, and supervises the activities of the staff responsible for communicating agency's policies, programs, and procedures.

Recruitment Standards

Knowledge, Skills, and Abilities

- Considerable knowledge of North Carolina species of wildlife, their habits, and natural requirements.
- Considerable knowledge of the principles and practices of wildlife management.
- Thorough knowledge of the principles and methods of planning and conducting a large scale public communication and education program.
- Thorough knowledge of journalistic principles and techniques for disseminating information to the public through a variety of media.
- Thorough knowledge of marketing and public communication.
- Thorough knowledge of current technology-based education methods.
- Ability to supervise a staff of specialists in preparing written communications program design, and education program delivery.
- Ability to establish and maintain working relationships with Commissioners, the general public, and representatives of the communications media.
- Ability to express oneself clearly and concisely in oral and written form; ability to address large groups of persons.
- Ability to interpret current and proposed legislation and determine impact on wildlife education.
- Ability to manage facilities maintenance plans and budget for significant agency infrastructure.

Minimum Education and Experience

Bachelor's degree in wildlife management, fisheries management, biology, science education or related science field, communications or publications from an appropriately accredited institution and seven years of experience in wildlife management, fisheries management, communications, publications or work related to wildlife information and education; or an equivalent combination of education and experience.