



## Position Announcement: 78th Alice in Dairyland

**Position Description:** The position of Alice in Dairyland is a marketing professional with a 77-year tradition of promoting agriculture in Wisconsin. This is a one-year contractual position with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Starting July 7, 2025, the incumbent will work full-time as a spokesperson providing public relations and communication services for DATCP for the contract year. In this position, the chosen candidate will travel extensively throughout the state promoting Wisconsin's agriculture industry and its impact on the state economy. In addition to travel, weekly in-person office time at DATCP's Madison office is required. This position coordinates and conducts radio, television, and print interviews; creates social media content; writes and executes media campaigns for multiple agriculture industries; coordinates communications strategies; develops and delivers informational speeches for numerous urban and rural events; acts as a spokesperson at events; and provides educational presentations.

**Compensation:** This contract position annually receives a \$45,000 salary. The position also includes holiday, vacation, and sick leave, reimbursement of approved travel expenses, the use of a program vehicle when traveling for business purposes, and reimbursement for individual health insurance premium (up to \$450 /month).

**Qualifications:** Position applicants must be female, at least 21 years of age, and meet the following requirements:

- Have at least three years of experience, education, and/or training in communications, marketing, education, or public relations.
- Demonstrate considerable knowledge of and/or have work experience in Wisconsin's agriculture industry.
- Have public speaking experience.
- Have the ability to develop compelling and informative campaign materials for a variety of informational presentations, speeches, and media interviews.
- Be a Wisconsin resident at time of application and hold a valid Wisconsin driver's license.
- Be willing to attend an extensive number of work-related events on evenings and weekends.
- Establish and maintain working relationships with staff, partners, media and the public.
- Be knowledgeable of and enthusiastically promote Wisconsin's agricultural efforts and accomplishments.
- Have the ability to foster positive rural/urban relations.
- Possess excellent written and oral communication skills.
- Have a working knowledge of Microsoft Office Suite (Word, PowerPoint, etc.), social media platforms (Facebook, Twitter, Instagram, YouTube, etc.), video editing software (iMovie, Premiere Pro, etc.), graphic design software (Adobe InDesign, Adobe Illustrator, Canva, etc.), and tracking analytics.
- Be self-directed and have the ability to work independently with minimal supervision at times.

**Timeline:** Qualified applicants will have a preliminary interview Saturday, February 22, 2025, at the DATCP office in Madison or via Microsoft Teams. The resulting Top Candidates will participate in an extensive interview process for the position and will be required to attend a briefing session and press conference March 7-8, 2025, in Crawford County to receive information on the evaluated components of the final round of interviews. Top Candidates will be required to prepare materials for and attend the final interviews in their entirety May 15-17, 2025, in Crawford County.

**To Apply:** Provide a cover letter, completed application form, resume, and contact information for three professional references. Applications must be submitted to [DATCPAlice@wisconsin.gov](mailto:DATCPAlice@wisconsin.gov) (preferred) or PO Box 8911, Madison, WI 53708-8911 by 4:30 p.m. on Friday, January 31, 2025.

A criminal background check and driving records for applicants will be required. Previous Alice in Dairylands are not eligible to reapply. DATCP is an equal opportunity/affirmative action employer.