

# 62nd *Alice* in Dairyland

## **Wisconsin's Agricultural Ambassador**

WI Dept. of Agriculture, Trade and Consumer Protection  
**Division of Agricultural Development**

2811 Agriculture Drive, Madison, WI 53708  
[www.datcp.state.wi.us](http://www.datcp.state.wi.us)

## **Position Announcement**

**Position Description:** This is a one-year contractual position with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP). The professional hired will work full-time beginning June 1, 2009, to provide public relations and communication services for WDATCP and will be headquartered in Madison for the contract year. Alice travels nearly 40,000 miles throughout the state and surrounding areas promoting Wisconsin's agricultural industry and its impact on the state economy. Alice coordinates and conducts a large number of media interviews with television, radio, and print publications. She develops and delivers speeches for numerous urban and rural events and presents at over 100 schools.

**Compensation:** This contract position receives a \$40,000 annually salary, professional travel expenses, the use of a state-owned vehicle (for official business), and reimbursement for individual health insurance premium (currently \$450 max/month).

**Knowledge and Skills:** Alice in Dairyland applicants must be female, at least 21 years of age, and demonstrate: 1) Considerable knowledge of and/or work experience with Wisconsin's agriculture industry; 2) At least three years of experience, education or training in communications, marketing and/or public relations; 3) Public speaking experience; and 4) Experience planning and executing public relations and/or marketing campaigns.

Additionally, Alice in Dairyland applicants must:

- Be a Wisconsin resident at time of application and hold a valid Wisconsin Driver's License.
- Have the ability to develop materials for a variety of informational presentations, speeches, and media interviews.
- Attend an extensive number of work-related events on evenings and weekends.
- Be knowledgeable of Wisconsin's agriculture, its diversity, and top commodities.
- Establish and maintain working relationships with staff, news media and public.
- Promote Wisconsin's agricultural efforts and accomplishments.
- Have the ability to foster positive rural/urban relations.
- Possess excellent written and oral communication skills.

**Recruitment Timeline:** Qualified applicants will have a preliminary interview at WDATCP Thursday, February 19, 2009. The top candidates are then expected to attend a briefing session March 26-27, 2009, to gather information for the final selection. Finalists must also attend all three days of the final selection to be held May 13-15, 2009, in Racine County.

**To Apply:** Please return application, current resume, and a summary of qualifications (not to exceed two pages) addressing years and breadth of experience and skills in the following topic areas: 1) Wisconsin's agriculture industry; 2) Communications, marketing and/or public relations; 3) Public speaking; and 4) Public relations and/or marketing campaigns to Nicole Breunig, Alice in Dairyland Program Manager, 2811 Agriculture Drive, PO Box 8911, Madison, WI 53708-8911. Completed application materials must be received by 4:30 p.m. on Friday, January 16, 2009. Application materials will be evaluated and those qualified applicants will be invited to the next step of the selection process. Previous Alice in Dairylands are not eligible to reapply. WDATCP has the right to disqualify any candidate it deems a conflict of interest in this role. WDATCP is an equal opportunity/affirmative action employer.

***Agriculture generates \$51.5 billion for Wisconsin***



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Alice in Dairyland Application

Complete all items below accurately. Print or type all information. Submit this application, along with a current resume and summary of qualifications to: Nicole Breunig, Alice in Dairyland Program Manager

PO Box 8911, 2811 Agriculture Dr.
Madison, WI 53708-8911

Please contact Nicole Breunig, at Nicole.Breunig@wi.gov or 608-224-5080, with any questions or concerns.

\*\*\*All application materials must be received at WDATCP by 4:30 PM Friday, January 16, 2009\*\*\*

1. Contact Information:

Form with fields for Last Name, First Name, Middle Name, Date of Birth, Preferred Mailing Address, City, State, Zip, Day Phone, E-Mail Address, Evening Phone, Cell Phone.

2. I am currently legally authorized to work in the United States. Yes No

3. I am a Wisconsin resident. Yes No

4. I have a valid Wisconsin Driver's License. Yes No

If Yes, please provide your Wisconsin Drivers License number: \_\_\_\_\_

5. Certification Statement: I certify that the information I have provided in this application, resume and letter of interest is true to the best of my knowledge. I understand that I may be required to verify the information before being appointed. I understand that any false, misleading, or missing information may disqualify me from employment consideration.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_