



Wildlife Management Institute

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Employment Opportunity

The Division of Wildlife and Sport Fish Restoration (WSFR) of the U.S. Fish and Wildlife Service (FWS), Northeast Region in partnership with the Wildlife Management Institute (WMI) is seeking a highly motivated public affairs specialist to conduct outreach and communications. The public affairs specialist will be a limited term employee of Wildlife Management Institute and on assignment to WSFR in Hadley, MA. WSFR works through partnerships to fund conservation and connect people with nature by annually administering more than \$200 million in Federal grants, primarily to state fish and wildlife agencies and other entities. Grant-funded activities include conserving fish and wildlife species and their habitats, providing for aquatic resource and hunter education programs, and expanding and improving fish and wildlife oriented recreation and boating access opportunities for the public. The public affairs specialist will communicate the work of WSFR in a manner that increases support and relevancy of this work with priority audiences and be guided by WSFR Northeast Region's Strategic Communications Plan.

Location: U.S. Fish and Wildlife Service, Northeast Regional Office, Hadley, MA with travel throughout the 13-state Northeast Region

Work Hours and Duration of Service: 37 hours per week for 12-month period with possibility of 6-month extension

Duties:

- Collaborate with FWS staff in the Northeast Region to execute elements of WSFR Northeast Region's Strategic Communications Plan to communicate key messages to priority internal and external audiences
- Use creative approaches and platforms to reach priority audiences, including internal FWS staff and leaders, state fish and wildlife agencies, Congress, and firearms, ammunition, archery, fishing and boating manufacturers and their representative organizations
- Develop and manage content for a variety of purposes including traditional and social media, web pages, news releases, radio and television scripts, feature articles, personal appearances, new conferences, exhibits, brochures, pamphlets, etc.
- Support WSFR staff with grant announcements and story development
- Work collaboratively with key partners, including media representatives and NGOs, to communicate effectively
- Assist with evaluating effectiveness of communication efforts

Qualifications:

- Degree in journalism, communications, public relations, biological sciences or natural resources. Accreditation in Public Relations (APR) desired but not required.
- Significant skills and experience in public affairs including planning and implementing communication strategies, and developing and delivering key messages.
- Skill and demonstrated experience in media relations including media pitching, developing news releases and materials for press events, and serving as spokesperson on the record.
- Expertise in developing diverse tools and products for communications and storytelling, including print and television media, web based communications and social media
- Excellent writing and editing skills
- Strong organizational skills and ability to manage multiple projects and priorities at one time
- Experience working with diverse audiences, including WSFR priority audiences
- Experience preferred with natural resource issues, fish and wildlife conservation, and hunting, archery, target shooting, fishing and boating.
- Knowledge and familiarity with evaluating the effectiveness of communications efforts

Salary and benefits: Limited-term employees are defined as employees of WMI retained to provide a specific scope of services. As a limited term employee:

1. Your annual salary is based on you working an average of 37 hours per week in any 12-month period. The type of work you perform, and work schedule including annual leave, sick leave and holidays, is at the discretion of the FWS.
2. You **will be** eligible for WMI 401(k) retirement benefits and WMI will provide workers' compensation, general liability protection, professional liability protection and unemployment insurance benefits. WMI will withhold taxes including social security. You will be entitled to make voluntary contributions to your 401(k) retirement plan.

Total annual compensation will reflect your base salary plus the amount contributed to your 401(k) by WMI. Your base salary will be \$63,376.56. The amount contributed by WMI to your 401(k) will vary between 3-8% of your base salary.

To Apply: Please email letters of interest and a resume highlighting relevant communication work experience to Scot Williamson, WMI Vice President at wmisw@together.net. Applicants are encouraged to include weblinks to previous communication work and products. Questions about the position may be directed to Scot Williamson at 802/563-2087.