



OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

JOB DESCRIPTION

Job Title: Communication & Education Specialist	Grade: 14
Division: Communication & Education	Job Code: 4497
Reports To: Communication & Education Supervisor	FLSA Status: Exempt

SUMMARY OF ESSENTIAL JOB DUTIES

The Communication and Education Division informs Oklahoma citizens about agency programs, policies, regulations and administers the Wildlife Departments Education programs. Under the general supervision of the Communication and Education Supervisor, Communication and Education Specialist’s primary responsibility is to increase outdoor participation by growing a community of knowledgeable hunters, anglers, and outdoor enthusiasts. Communication and Education Specialists are a critical force behind ODWC’s external communication, marketing, education, and community outreach. Communication and Education Specialists are active in the community and can be found interacting with citizens, administering the Department’s education programs, or informing people about Department projects.

Fishing R3 Coordinator

Responsible for coordinating fishing R3 (recruitment, retention, and reactivation) efforts. Coordinate with other division personnel and partners to plan, promote, and conduct fishing programs and events. Coordinate the development and implementation of the state R3 plan for recruitment, retention, and reactivation of anglers. Work alongside/with agency marketing, licensing staff to maximize promotion of angling opportunities to all who possess a customer ID. Develop and administer evaluation strategies to determine effectiveness of R3 efforts. Assess resources and develop strategies and budget needed for effective implementation of agency R3 initiatives. Works with fisheries staff and marketing staff on promotion and continued development of Close to Home Fishing areas. Establishes programs to meet the need for programs geared towards adults who are beginning to intermediate levels in regard to their angling experience.

Conduct Aquatic Resources Education classes, workshops, clinics and all other ODWC education programs and assist in planning and implementing other Communication and Education projects.

Instruct and train community groups and other ODWC employees in methods, procedures, and philosophy of Department’s education programs, particularly those pertaining to Aquatic Resources Education. Maintain partner group and event records for education programs as well as prepare state and federal reports, as necessary.

Also includes maintaining fishing related content on the Department website as well as developing new content with agency staff to assist anglers.

Education Specialist

Education Specialists train and equip teachers across the state who are committed to adding outdoor lessons to their curriculum. Programs include Oklahoma Fishing in the Schools, Bowhunting, Explore Bowfishing, Oklahoma Scholastic Shooting Sports Program, Varsity Archery, and the National Archery in Schools Program. These classes teach children outdoor skills that last a lifetime. Implement workshops and seminars designed to teach practical skills, ethics, and safety to youth, the elderly, the disabled and adults. Education Specialists routinely communicate and coordinate with internal and external constituents to provide programs and exhibits of educational materials and information. Design, develop and use educational materials. Maintain equipment and supplies relevant to area of responsibility. Maintain partner group and event records for education programs as well as prepare state and federal reports, as necessary.

Communication Specialist

Communication Specialists serve as the “voice” of the Wildlife Department and serve by sharing information across a full spectrum of communication outlets including video, publications, social media, and interactions with constituents. Communication specialists write news releases, produce marketing emails, compile the fishing and hunting regulations, coordinate Outdoor Oklahoma magazine, produce Outdoor Oklahoma television, maintain the agency social media presence, appear at community events and more. Communication Specialists also maintain good working relationships with media and represent the agency in media interviews.

JOB DUTIES MAY INCLUDE:

Deliver presentations to the public and attend trade shows to share about agency work and goals through a variety of groups and organizations.

Conduct internal training sessions and develop community partnerships to establish and promote the Department's Communication and Education programs.

Plan and implement project budgets, grants, and long-range plans for programs relevant to area of responsibility.

Assist with other Communication Education Division programs as prioritized by the supervisor, including working at education events, and producing content for agency communication platforms.

Work will involve some weekend assignments and may travel to different areas of the State, with possible overnight stay.

May be required to participate in the inter-divisional training program to better assist with other division projects.

May be required to perform other duties as assigned.

Must have the ability to:

- Must have the ability to communicate clearly and effectively in public speaking situations and be able to express oneself clearly and concisely in writing. Establish and maintain effective working relationships with others.
- Walk and jog over rough terrain. Swim. Work extended hours, weekends, and stay overnight out of town.
- Endure various extreme of outdoor weather conditions.
- Operate and use firearms.
- Operate boats, motor vehicles, tractors, trucks, mowers, and ATVs with various attachments.
- Lift and carry a minimum of 50 pounds for a distance of 100 yards. Handle wild animals in live and dead condition.

REQUIREMENTS:

Education: Bachelor's Degree in Communications (Journalism, Marketing, Public Relations), or Education (Education theory and methods) or Biology (Wildlife or Fisheries Management, Ecology, Zoology, etc.) or related field. If degree is in a non-communication or education area, additional experience or training in communication and education is preferred.

Experience: At least one-year previous experience in one of the above fields is preferred. Should have working knowledge of various computer applications including word processing, presentation software, and desktop publishing.

Knowledge and Skills:

Thorough knowledge of fish and wildlife conservation principals, hunting/fishing ethics, firearms safety, archery shooting and fishing techniques. Skill and competence in use of small tools. Skill in exercising good judgment in analyzing situations and making decisions and in establishing effective working relationships with other employees and with the public.