



OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

JOB DESCRIPTION

Job Title: COMMUNICATION & EDUCATION TECHNICIAN	Grade: 11
Division: Communication & Education	Job Code: 9034
Reports To: Communication & Education Specialist or Senior Specialist	FLSA Status: Non-Exempt

SUMMARY OF ESSENTIAL JOB DUTIES

Under the direct supervision of the Communication & Education Specialist or Sr. Specialist, will coordinate, oversee, and assist with a range of department communication, education, and marketing efforts including customer recruitment, retention, and reactivation (R3) initiatives. Will represent ODWC and provide a range of conservation information through various channels, including at events, online, and by phone. Will maintain complete and accurate records for preparation of state and federal reports. Will coordinate with department personnel to handle requests, provide information and assistance to sportsmen, media and other constituents and agency personnel. Below is a short summary of each type of Communication and Education technician position:

Communication Technician

Assists communication section on tasks associated with the dissemination of information both internally and externally through relevant communication outlets, mediums, and communication and marketing tactics.

Education Technician

Assists Education section on the execution of outdoor education programming such as hunter education, aquatic education, Archery in the Schools, and scholastic shooting sports.

JOB DUTIES MAY INCLUDE:

Integrates with teams to assist with social media marketing, marketing lead development, data requests and project management and evaluations.

Manages, develops, and maintains Cy Curtis Awards program.

Reviews, proofs, develops, and assists with internal communications and agency website and marketing content, including the agency employee newsletter.

Instructs, schedules, assists, procures supplies for, and provides support for department education programs.

Assists with training, coordination and recruiting for youth hunts, specialty workshops, and volunteer programs.

Operates and maintains archery equipment, firearms, fishing related equipment and portable aquariums.

Coordinates production and distribution of weekly fishing reports.

Work will involve some weekend assignments and may travel to different areas of the State, with possible overnight stay. Assist other department personnel, when available, with Section and Division projects.

May be required to perform additional duties as assigned.

Must have the ability to:

- Must be able to lift and carry a minimum of 50 pounds for a distance of 100 yards.
- Lift, carry and use boxes of resources materials, display cases, signs, cages, audio-visual, and photographic equipment.
- Must be able to endure various extremes of outdoor weather conditions.
- Must have the ability to communicate effectively both orally and in writing.
- Must be able to establish and maintain effective working relationships with others.
- Use various materials in setting up clinic and workshop sites.
- May work extended hours and weekends and outdoors in extreme weather.
- Use personal computer, software, and variety of office equipment.
- May be required to stay overnight out of town.
- Must be able to walk or jog over rough terrain and swim.

REQUIREMENTS:

EDUCATION: Requires a minimum of two years college training in Wildlife Management, Education, Journalism, Communication, Marketing, or closely related field. Four years' experience in a wildlife, education, journalism, communication, or marketing position may substitute for education requirement.

EXPERIENCE: One-year related experience is required. A completed degree in a related field may substitute for the experience requirement. A total of five years' experience is required if the education requirement is being substituted by experience.

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.