



# OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

## JOB DESCRIPTION

<b>Job Title:</b> Information and Education Specialist	<b>Grade:</b> 14
<b>Division:</b> Information and Education	<b>Job Code:</b> 4497
<b>Reports To:</b> Information and Education Supervisor	<b>FLSA Status:</b> Exempt

### SUMMARY OF ESSENTIAL JOB DUTIES

Under the general supervision of the Information or Education Supervisor, is responsible for that segment of the Information/Education program that includes contributing to planning, scheduling and production of printed and audio-visual material to include; news releases, website, social media, brochures, pamphlets and magazine stories, radio and television programming, and public speaking. This job also includes assisting with Education programs. Primary duties include coordinating with and/or supervising other division personnel; recruiting; organizing and training volunteers, developing and distributing educational material; communicating and coordinating with internal and external constituents to provide programs and exhibits of educational materials and information. May be required to participate in the inter-divisional training program to better assist with other division projects.

### JOB DUTIES

Coordinate with other division personnel to plan, promote, and conduct regional programs, consistent with statewide programs. Meet goals of ODWC programs and policies, particularly those pertaining to Aquatic Resources Education, Hunter Education and Conservation, utilizing all forms of media (social media, television, Internet, radio, newspaper, etc.).

Conduct classes, workshops, clinics in the areas of Hunter and Aquatic Resources Education and assist in planning and implementing other Department Information and Education oriented projects. Conduct training sessions, deliver speeches, and contact groups and individuals to establish and promote the Department's Information and Education programs. Produce content for agency communication platforms, including video, text, graphics, layout and photography.

Instruct and train volunteers and other ODWC employees in methods, procedures and philosophy of Department's education programs, particularly those pertaining to Hunter Education and Aquatic Resources Education. Maintain instructor and student records for education programs as well as prepare state and federal reports as necessary.

Deliver speeches and lectures, utilizing various audio-visual aids, to the public about agency work and goals through a variety of groups and organizations.

Appear on radio and television programs presenting information on agency work and goals. Assist as needed in production.

Prepare or provide information for news releases relevant to area of responsibility to be distributed to local or statewide media. Assemble information, conduct interviews, write articles and ensure that proper officials review copy.

May be required to write copy and take photographs to produce articles for OUTDOOR OKLAHOMA magazine.

Prepare original copy and provide illustrations, and assist as needed in production of information leaflets, educational materials, pamphlets, etc.

Maintain a good working relationship with news media.

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

Design, develop and use educational materials and exhibits. Maintain equipment and supplies relevant to area of responsibility.

Coordinate and/or produce website and social media.

Implement workshops and seminars designed to teach practical skills, ethics, and safety to youth, the elderly, the disabled and adults. Work will involve some weekend assignments and may travel to different areas of the State, with possible overnight stay.

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, Photo-Journalism, Radio/TV, Public Relations) or Biology (Wildlife or Fisheries Management, Ecology, Zoology, etc.) or Education (Education theory and methods). If degree is in Biology area, an additional degree or major number of hours is preferred in Communications or Education. If degree is in Communication or Education.

**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.