

COMMUNICATIONS & OUTREACH SPECIALIST

WASHINGTON STATE NOXIOUS WEED CONTROL BOARD

February 4, 2009

Scope:

Acts as the chief outreach and communications specialist for the Washington State Noxious Weed Control Board (WSNWCB). Coordinates and supplements the educational and outreach efforts of county and regional noxious weed control boards and weed districts and coordinates with neighboring states to promote noxious weed and weed law awareness. Represents the Board to the general public, media, and technical audiences. Performs other duties as assigned by the Executive Secretary. This full-time position requires statewide travel and occasional evening and weekend work. The position is exempt from civil service.

Anticipated Tasks:

1. Increase public awareness about noxious weeds and noxious weed laws, employing and implementing strategies for the appropriate media formats, including the internet (*e.g.*, web site, blogs, listserv, video clips), press releases, radio and television interviews, and newsletters.
2. Disseminate information about WSNWCB activities, state-listed noxious weeds, current methods of noxious weed control, weed laws, statewide noxious weed-related events, and literature availability.
3. Communicate effectively through the WSNWCB website, and make available other web-based resources.
4. Coordinate and supplement educational efforts of county noxious weed control boards and weed districts, focusing on empowering local boards and districts to provide local education and training activities.
5. Develop educational materials including public service announcements, brochures, posters, signs and kiosks.
6. Assist in planning, preparation, and presentation of programs and training for noxious weed control, specific weed species, and the role of the WSNWCB for the media, technical audiences, and public interest organizations.
7. Assist in the development of statewide approaches to selected noxious weeds and in the preparation of the state noxious weed list.

Knowledge and Skills:

- Working knowledge of State and Federal statutes and rules related to the control of noxious weeds, identification and control of noxious weed species in Washington, and Integrated Plant Management (IPM).
- Ability to synthesize technical information and communicate it effectively to non-technical audiences. Determine the most appropriate methods and techniques to publicize and promote WSNWCB programs and increase public awareness of noxious weeds and noxious weed laws.
- Strong public speaking skills and verbal communication skills.
- Proficiency in MS Office programs, including Publisher.

- Professional work attitude and ability to work independently or as part of a team. Prioritize multiple demands.
- Website design and graphic design experience preferred.

Minimum Qualifications:

A bachelor's degree in weed science or closely allied field (*e.g.*, agronomy, horticulture, botany, agricultural science) or minimum three years of experience in noxious weed control, with experience in communications and public relations

Or

A bachelor's degree in communications, public relations, or journalism with experience in noxious weed control or weed science.

Necessary Requirements:

Possession of a valid Washington State Driver's license

Must obtain a WA Dept. of Agriculture pesticide consultant license within 90 days of employment.

Compensation/Benefits:

Starting salary range is \$38,000 to \$43,000, DOE. Washington State also offers a comprehensive benefit package that includes membership in the state retirement system, a tax-deferred compensation program, leave package, and a full array of health, dental, disability, and life insurance coverage.

Location:

Successful applicant will preferably be based in Olympia or Yakima.

Application Procedure:

Please submit a letter of interest, resume, three professional references with current contact information, and samples of previously created outreach material if available to the address below. **This position will remain open until filled.**

WSNWCB
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