

Position #020485
Communications Specialist - Senior
Office of Communications

POSITION SUMMARY:

Under the general supervision of the Director of the Office of Communications, the Communications Specialist-Senior position is responsible for developing, managing, and supporting multi-faceted strategic internal and external communication plans, projects, and social media campaigns.

Primary responsibilities include researching, designing, writing, editing, and proofreading Department communications and print or electronic publications; ensuring alignment with communication strategies, content accuracy, and that brand and quality standards are met; applying tactics to increase stakeholder engagement; and monitoring social and traditional media.

The Wisconsin Department of Employee Trust Funds is a medium sized, non-shared services agency administering the Wisconsin Retirement System and related benefit programs to over 630,000 members receiving \$5.6 billion in retirement benefits and \$1.6 billion in health benefits annually. This position directly supports the agency strategic goal focused on building a talented and agile workforce necessary for achieving the Department's mission to develop and deliver quality benefits and services to our members while safeguarding the integrity of the Trust. As an employee of ETF, the incumbent will support and create a diverse and inclusive workforce.

GOALS AND WORKER ACTIVITIES:

35% Goal A: Develop, Manage, and Support the Department's Communication Plans.
Worker
Activity

- A1. Collaborate with the Communications Director, program managers, and subject matter experts to develop and manage communications on Wisconsin Retirement System programs and benefits and to advance the Department's strategic goals.
- A2. Coordinate the design, content development, and production of major Department publications, such as the *Annual Comprehensive Financial Report* (ACFR) and other reports from the Division of Trust Finance, *WRS News* and *WRS News Online*, marketing brochures, and other collateral.
- A3. Consult with business units to develop and implement communication strategies related to WRS benefit programs, ETF services, and member educational campaigns.
- A4. Collaborate with and provide communication and marketing support to the Wisconsin Deferred Compensation (WDC) Program Director and third party administrator for the WDC program.
- A5. Manage special communication projects as assigned by the Communications Director. Coordinate work of external vendors for photography, marketing and design.

- A6. Create scripts for eLearning, videos, and webinars, assist with testing.
- A7. Collaborate with business units to ensure their communication plans and programs meet the Department's brand standards and strategic goals.
- A8. Review member surveys and other metrics to analyze impact of communications and education. Make recommendations for changes or improvements.
- A9. Coordinate publication production schedules to ensure deadlines are met for editorial creation, printing, mailing and distribution.
- A10. Take photographs that support Department's public relations efforts. Incorporate into social media, strategic communications, publications and other activities.

35% Goal B: Coordination of Strategic External Communications for Members and Other Stakeholders.

Worker Activity

- B1. Assist the Communications Director with managing media relations and preparing talking points for staff. Conduct research and prepare responses to media, social media, and other stakeholder inquiries. Serve as backup to the Communications Director for media inquiries.
- B2. Research and write press releases, email alerts and social media messages for business units.
- B3. Create strategic member communications (i.e., customized newsletter articles, web content, video scripts) that are accurate, easy to understand (plain language), and aid members in decision making.
- B4. Collaborate with webmaster and business units to ensure website content supports strategic communication goals and objectives and is user-friendly, relevant, timely, and accurate.
- B5. Edit and proofread WRS governing board meeting minutes, memos and materials (i.e., reports, PowerPoint presentations) presented to the boards. Ensure proper voice, style, accuracy, and alignment with the Department's strategic goals.
- B6. Coordinate content development submitted to the annual Roll Call Report of the National Association of Retirement Administrators. Write, edit and organize content among the ETF Secretary, Director of Budget and Trust Finance, the Director of Strategic Engagement and Government Relations, other agency administrators, and the State of Wisconsin Investment Board.

- B7. Respond to requests for information on the WRS or Department from outside entities. Coordinate responses with subject matter experts to ensure information is accurate.
- B8. Review, edit and proofread correspondence written on behalf of the Office of the Secretary, Communications Director, Director of Strategic Engagement and Government Relations, and agency administrators prior to distribution. Ensure accuracy and consistency in tone, content, and style.

20% Worker Activity Goal C: Manage Department's social media strategy and communications.

- C1. Develop and manage short- and long-term strategic communication plans for social media campaigns.
- C2. Collaborate with business units to create accurate, branded, and engaging social media content. Ensure alignment with current communication initiatives and the Department's strategic goals.
- C3. Monitor the Department's social media for public reaction and engagement. Assist the Communications Director in researching response to public reaction/inquiries on sensitive issues and policy decisions.
- C4. Monitor social media sites and related content of peer public pension systems.
- C5. Keep abreast of social media trends, tools, and best practices.

10% Worker Activity Goal D: Performance of miscellaneous duties as assigned.

- D1. Network with other government social media managers. Attend local and national conferences as appropriate.
- D2. Maintain working knowledge of the Department's programs and initiatives, as well as national trends and developments related to WRS benefits administration and education-outreach programs.
- D3. Other duties as assigned.

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KNOWLEDGE, SKILLS, AND ABILITIES:

1. Knowledge and skills with researching issues, interviewing, and writing about complex topics in plain language.
2. Knowledge and skills applying social media strategies, tools, and techniques.
3. Knowledge and skills with multi-faceted communications, public relations, and marketing.
4. Knowledge and skills in publication development and distribution.
5. Knowledge and skills in using Adobe Acrobat Pro DC and InDesign.
6. Knowledge of branding and developing targeted communications.
7. Knowledge of public pension systems, retirement and insurance issues, and benefits administration.
8. Knowledge of Microsoft Office tools (Word, Excel, SharePoint) and database applications.
9. Attention to detail and accuracy.
10. Strong organizational skills.
11. Effective verbal and written communication skills.
12. Strong analytical and problem-solving skills.
13. Ability to use a web content management system.
14. Ability to understand and comply with all ETF and enterprise security standards, policies, processes, and procedures.
15. Ability to maintain confidential information in accordance with policies, guidelines, and direction from manager.