

Missouri Department of Transportation

Code: R04606

Title: Communications Coordinator

Exemption Status: Exempt

Grade: 17

Job Description

Effective Date 05-01-2015

Replaces
(Effective Date) 01-01-2013

General Summary The communications coordinator anticipates and responds to department communication needs, responds to media inquiries, develops department response strategies, and coordinates statewide communication about department issues. Responsibilities are performed under general supervision.

Minimum/Required
Qualifications Bachelor's Degree: Communications, Public Relations, Marketing, Journalism or related field.
Six years of experience in communications related positions.

Supervisory
Responsibilities Lead Worker Only

Location Central Office - Communications

Special Working
Conditions/Job
Characteristics

Examples of Work

- (1) Coordinates statewide communication efforts and/or projects; coordinates and initiates media relations activities.
- (2) Develops and edits text for communication materials such as newsletters, posters, brochures, news releases, reports, fliers, magazines, articles, and other printed materials.
- (3) Provides support in the development of communication pieces to department staff, including the development of presentations for use by department management and for general use by department employees.
- (4) Plans and coordinates campaigns or projects for special issues or requests, such as public presentations and media coverage; acts as department's official spokesperson and may make presentations to employees and others.
- (5) Researches material and writes speeches for senior department staff and commissioners.
- (6) Develops and implements communications approaches utilizing a broad range of strategies and tactics.
- (7) Determines best use of Internet-based resources and new media applications for communicating to target audiences and for seeking public input.

- (8) Prepares scripts for video projects such as public service announcements, webcasts, training or informational pieces.
- (9) May employ market research and analysis to shape department messages and help increase public awareness of the department's products and services.
- (10) Reviews department performance measures before publication; may have responsibility for department performance measures related to outreach and communication activities.
- (11) Performs lead worker responsibilities, which may include providing general instruction, assigning and reviewing work, coaching and training, providing guidance and instruction in the proper and most efficient methods of accomplishing tasks, and providing input to the direct supervisor on staffing decisions and performance management.
- (12) Performs other responsibilities as required or assigned.

The Missouri Department of Transportation promotes an equal opportunity workplace that includes reasonable accommodation of otherwise disabled applicants and employees. Please see your manager should you have any questions about this policy or these job duties.