

Missouri Department of Transportation

Code: R04024

Title: Assistant Communications Director

Exemption Status: Exempt

Grade: 21

Job Description

Effective Date 05-01-2015

Replaces
(Effective Date) 07-01-2011

General Summary The assistant communications director oversees communications activities and supports the department's strategic goals by managing internal and external communications.

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

Supervisory
Responsibilities Full Supervision

Location Central Office - Communications

Special Working
Conditions/Job
Characteristics Job requires occasional, statewide, overnight travel.

Examples of Work

- (1) Directs the department's communications activities directed toward multiple audiences, including employees, media and the general public.
- (2) Represents the department at internal and external meetings and conferences; meets with internal or external groups to discuss communications issues or policy matters.
- (3) Prepares and executes operational plans in order to achieve department goals and objectives within budgeted resources; develops performance standards to measure and evaluate organizational performance; works with staff to continuously improve processes within the Division.
- (4) Develops and implements programs and standards to ensure the department's messages are communicated to internal and external audiences; prepares policy and general communications.
- (5) Manages the department's web content and social media programs; oversees the application of new communications technologies toward department activities.
- (6) Supervises and/or coordinates the formulation of research activities on public and constituent groups to determine their opinions of the quality and delivery of the department's products and services.
- (7) Prepares and monitors the division's annual communications budget; maintains budget records and informs management of budget trends or department course changes that require budget changes.

- (8) Performs supervisory responsibilities in a manner consistent with the department's Affirmative Action Program.
- (9) 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.