

# Missouri Department of Transportation

Code: R04828

Title: Communications Specialist

Exemption Status: Non-Exempt

Grade: 11

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## Job Description

**Effective Date** 06-01-2016

**Replaces  
(Effective Date)** 05-01-2015

**General Summary** The communications specialist performs routine entry-level communications activities related to the development of department publications, website editorial content, and other information for internal and external audiences; helps coordinate special communications and outreach projects. Responsibilities are performed under moderate supervision.

**Minimum/Required  
Qualifications** Bachelor's Degree: Communications, Journalism, Marketing, or related field

**Supervisory  
Responsibilities** None

**Location** Central and District Offices - Communications

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

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## Examples of Work

- (1) Prepares news releases regarding department activities, contract lettings, and public relations events for newspapers and radio.
- (2) Assists with department special projects such as Missouri State Fair exhibits, conference displays, work zone safety campaigns, roadway safety activities, and other special promotions.
- (3) Develops website content, brochures, handouts, newsletters, and other publicity material; designs and publishes written materials.
- (4) Writes feature stories for department publications.
- (5) Develops video productions and takes photos of department activities.
- (6) Organizes public meetings, media events, and ribbon cutting events.
- (7) Generates, edits, and publishes social media content.
- (8) Supports district customer service activities.
- (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.**