

Missouri Department of Transportation

Code: R04477

Title: Intermediate Communications Specialist

Exemption Status: Non-Exempt

Grade: 13

Job Description

Effective Date 06-01-2016

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

General Summary The intermediate communications specialist performs varied and moderately complex 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
Two years of experience in communications related positions.

**Supervisory
Responsibilities** None

Location Central and District Offices - Communications

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

Examples of Work

- (1) Plans, develops, and edits department publications.
- (2) Writes articles for department website and publications; maintains web site information.
- (3) Plans and participates in public relations activities, employee surveys, and other customer-oriented projects.
- (4) Develops and produces brochures, newsletters, handouts, posters, and other publications.
- (5) Writes news releases about department activities; responds to media and public inquiries to provide information and explain department policies and procedures.
- (6) Prepares layout for department website, publications, and print materials using desktop publishing and graphic design programs.
- (7) Researches and may prepare speeches for management personnel.
- (8) May develop videos and photos, including shooting and editing.
- (9) Prepares ribbon cutting ceremonies, public meetings, and other public events.
- (10) Generates, edits, and publishes social media content.

- (11) Supports district customer service activities.
- (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.