

Missouri Department of Transportation

Code: R04607

Title: Senior Communications Specialist

Exemption Status: Exempt

Grade: 15

Job Description

Effective Date 06-01-2016

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

General Summary The senior communications specialist performs varied and complex communications activities related to the development of department publications, website editorial content, brochures, and news media releases; coordinates and administers special projects and training programs. Responsibilities are performed under general supervision.

**Minimum/Required
Qualifications** Bachelor's Degree: Communications, Journalism, Marketing, or related field
Four 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 feature stories for department publications and web site; maintains web site information.
- (3) Coordinates special public relations projects such as Missouri State Fair exhibits, employee surveys, roadway safety activities, and other programs as needed.
- (4) Develops and delivers presentations on department issues to internal and external groups.
- (5) Develops department brochures, newsletters, handouts, posters, and other publicity material.
- (6) Researches and prepares presentation materials for management personnel on designated topics.
- (7) Edits videos and photos; develops motion graphics and animations.
- (8) Prepares media releases and responds to media and public inquiries regarding department activities.
- (9) Coaches management and staff on issues/topics to refine messages for media interviews, public meetings, and other public presentations.
- (10) Develops and prepares layout and graphic design for department brochures, newsletters, programs, and

other publications.

- (11) Generates, edits, and publishes social media content.
- (12) Supports district customer service activities.
- (13) 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.