

# Missouri Department of Transportation

Code: R04027

Title: Outreach Coordinator

Exemption Status: Exempt

Grade: 17

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## **Job Description**

**Effective Date** 04-01-2006

**Replaces  
(Effective Date)** 06-01-2005

**General Summary** The outreach coordinator develops and manages specific communication efforts for a business unit of the department. Responsibilities are performed under general supervision.

**Minimum/Required  
Qualifications** Bachelor's Degree: Public Relations, Marketing, Journalism, or related field  
Six years of experience in positions relating to community relations activities.

**Supervisory  
Responsibilities** Lead Worker Only

**Location** Central Office - Operations, Project Development

**Special Working  
Conditions/Job  
Characteristics**

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## **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.
- (4) Coordinates outreach campaigns or projects for special business unit issues, which includes development of slogans, newsletters, brochures, internet materials, and other promotional pieces.
- (5) Coordinates public involvement associated with projects of statewide significance.
- (6) 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.
- (7) 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.**