

# Missouri Department of Transportation

Code: R04467

Title: Outdoor Advertising Specialist

Exemption Status: Non-Exempt

Grade: 9

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## Job Description

**Effective Date** 07-01-2022

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**Replaces  
(Effective Date)** 10-16-2021

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**General Summary** The outdoor advertising specialist ensures compliance with the Highway Beautification Act by regulating outdoor advertising and junkyards in accordance with federal and state regulations, and assists with policies and procedures. Responsibilities are performed under general supervision.

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**Minimum/Required  
Qualifications** Bachelor's Degree: Real Estate, Finance, Economics, Business Administration, Public Administration, or related field  
Four years of professional right of way experience.  
Waiver of education or experience requirements must be approved by the Director of Human Resources - Central Office.

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**Supervisory  
Responsibilities** Lead Worker Only

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**Location** Central and District Offices - Right of Way

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**Special Working  
Conditions/Job  
Characteristics** Job requires regular, overnight, statewide travel.  
Job requires exposure to physical hazards, health and safety risks, and/or adverse or otherwise undesirable characteristics in the environment.  
Job may require operation of vehicles to plow snow and spread ice control materials.

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## Examples of Work

- (1) Reviews applications and issues or denies permits to erect outdoor advertising or trim vegetation in accordance with state and federal regulations; interprets regulations for the general public.
- (2) Conducts surveillance and inspects existing signs, junkyards, and vegetation cuttings.
- (3) Evaluates complex activities regarding outdoor advertising and junkyard programs; ensures compliance with policies and recommends changes to these policies.
- (4) Responds to inquiries from external and internal customers and advises sign owners, property owners, and local government officials concerning outdoor advertising regulations and department guidelines.
- (5) Drafts new policies and procedures for outdoor advertising and junkyard programs; reviews and updates current policies.
- (6) Meets with internal and external customers, including outdoor advertising companies, other interested

parties, zoning boards, cities, and counties.

- (7) Maintains and updates billboards/junkyards database; creates and provides monthly reports.
- (8) Coordinates with Chief Counsel's Office on formal and informal hearings.
- (9) May conduct public hearings and other formal meetings that pertain to outdoor advertising and junkyard or right of way activities.
- (10) May conduct quality assurance reviews to ensure compliance and consistencies within the state.
- (11) 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.
- (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.**