

Missouri Department of Transportation

Code: R04607

Title: Senior Communications Specialist

Exemption Status: Exempt

Grade: 9

Job Description

Effective Date 07-01-2022

Replaces (Effective Date) 06-01-2016

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.

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