

Missouri Department of Transportation Job Description

Job Title: Outdoor Advertising Manager

Title Code: R04431

Salary Grade: 10

Exemption Status: Exempt

Supervisory Responsibilities: Full Supervision

District/Division: Central Office – Right of Way

Effective Date: 09-16-2025

Replaces (Effective Date): 07-01-2022

General Summary

The outdoor advertising manager supervises the department's outdoor advertising, junkyard and logo programs, and administers the scenic byways program. Responsibilities are performed under general supervision.

Minimum/Required Qualifications

- Bachelor's Degree: Public Administration, Business Administration, or related field.
- Six years of experience in positions related to right of way, program administration, or legal practices.

Special Working Conditions/Job Characteristics

- Job requires statewide, overnight travel.

Examples of Work

1. Monitors outdoor advertising and junkyard activity statewide for conformance with federal and state standards/regulations; supervises the preparation of automated reports and programs and reviews for quality assurance.
2. Plans and controls budgeted outdoor advertising, junkyard, and scenic byway expenditures.
3. Responds to inquiries, complaints, and requests for information from internal and external customers, including outdoor advertising companies, state and municipal officials, media, and the general public.

4. Reviews proposed legislation to analyze possible affect to the department; recommends changes in future legislation to benefit the department.
5. Develops and reviews policies and procedures governing outdoor advertising, junkyards, and scenic byways.
6. Testifies at informal hearings, administrative hearings, court hearings, and legislative hearings regarding outdoor advertising and junkyard issues.
7. Conducts public hearings and other formal meetings that pertain to scenic byways, outdoor advertising, and junkyard or right of way activities.
8. Promulgates state rules and regulations governing outdoor advertising, junkyards, and scenic byways for the state of Missouri based on legislative intent.
9. Performs supervisory responsibilities.
10. Performs other responsibilities as required or assigned.