

Missouri Department of Transportation Job Description

Job Title: Outreach Coordinator

Title Code: R04027

Salary Grade: 10

Exemption Status: Exempt

Supervisory Responsibilities: Lead Worker Only

District/Division: Central Office – Communications

Effective Date: 12-16-2024

Replaces (Effective Date): 12-01-2024

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.

Special Working Conditions/Job Characteristics

A postsecondary degree is the best measure to ensure candidates possess required knowledge in news writing, media ethics, strategic communications campaigns, product marketing plans, crisis communications, journalistic research, and communications law.

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.