Missouri Department of Transportation Job Description

Job Title: Communications Manager

Title Code: R04443

Salary Grade: 10

Exemption Status: Exempt

Supervisory Responsibilities: Full Supervision

District/Division: Central and District Offices - Communications

Effective Date: 10-01-2025

Replaces (Effective Date): 12-16-2024

General Summary

The communications manager coordinates district or statewide communications and media programs. Responsibilities are performed under general supervision.

Minimum/Required Qualifications

- Bachelor's Degree: Communications, Journalism, Public Relations, Marketing, or related field.
- Six years of experience in communications related positions.

Special Working Conditions/Job Characteristics

- Job requires occasional, statewide, overnight travel.
- 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. Works with district engineer/division director to determine overall direction of statewide or district communications efforts; ensures the development of proactive communications plans, publications, materials and activities used to communicate information to the public, officials, and employees, as well as gather feedback.
2. Provides strategic input to district management on daily operational decisions, including developing communication strategies on critical issues.

3. Writes talking points for management to address projects and issues; works with members of management to suggest strategies for communicating critical and/or sensitive issues; serves as a coach to department spokespeople to teach them how to effectively work with the media.

4. Works with employees to develop appropriate and accurate responses to media inquiries relating to sensitive topics; coordinates with central office communications division to determine communication methods for issues of statewide importance; conducts media training for spokespeople.

5. Develops positive relationships with local stakeholders, media, and employees through various communication efforts; develops and maintains relationships with local media and ensures prompt responses are provided for media inquiries.

6. Coordinates and oversees communications events and activities.

7. Manages the operation of the district customer service center.

8. Works with other functional areas to coordinate public involvement aspects of planning and design projects.

9. Responds to verbal and written comments and inquiries from the public; drafts and reviews responses from department management for clarity; drafts letters to newspaper editors when needed to provide correction or clarification about departmental policies or projects.

10. Prepares annual budget for communications activities and staff.

11. Provides guidance, training, and assistance to staff in communicating with the public, including media and speech training.

12. Coordinates with department personnel on sensitive matters that might have statewide implications.

13. Gathers, writes, edits daily and weekly updates on scheduled maintenance, construction projects, and emergency alerts, including involvement in gathering and providing road condition information during snowstorms and floods to news media, public, and employees.

14. Writes, photographs, and edits material for various publications.

15. Manages, edits and maintains the district/division's web site content in accordance with the standards of the overall statewide web site.

16. Performs supervisory responsibilities.

17. Performs other responsibilities as required or assigned.