

Missouri Department of Transportation Job Description

Job Title: Communications Specialist

Title Code: R04828

Salary Grade: 7

Exemption Status: Non-Exempt

Supervisory Responsibilities: None

District/Division: Central and District Offices - Communications

Effective Date: 12-16-2024

Replaces (Effective Date): 12-01-2024

General Summary

The communications specialist performs routine entry-level communications activities related to the development of department publications, website editorial content, and other information for internal and external audiences; helps coordinate special communications and outreach projects. Responsibilities are performed under moderate supervision.

Minimum/Required Qualifications

- Bachelor's Degree: Communications, Journalism, Marketing, or related field, **OR**
- Four years of experience in communications related positions.

Special Working Conditions/Job Characteristics

- Job requires occasional, statewide, travel.

Examples of Work

1. Prepares news releases regarding department activities, contract lettings, and public relations events for newspapers and radio.
2. Assists with department special projects such as Missouri State Fair exhibits, conference displays, work zone safety campaigns, roadway safety activities, and other special promotions.
3. Develops website content, brochures, handouts, newsletters, and other publicity material; designs and publishes written materials.

4. Writes feature stories for department publications.
5. Develops video productions and takes photos of department activities.
6. Organizes public meetings, media events, and ribbon cutting events.
7. Generates, edits, and publishes social media content.
8. Supports district customer service activities.
9. Performs other responsibilities as required or assigned.