STATE OF MONTANA
JOB DESCRIPTION

Montana state government is an equal opportunity employer. The State shall, upon request, provide reasonable accommodations to otherwise qualified individuals with disabilities.

Job Title: Public Involvement Specialist    Position Number: 33209    Location: Helena
Department: Transportation    Division and Bureau: Director’s Office    Section and Unit: n/a

Job Overview: Refer to the instructions and training section for more information.

The Public Involvement Specialist ensures the Montana Department of Transportation meets all National Environmental Policy Act and the Montana Environmental Policy Act requirements for public involvement, and commitment to transparency and accountability specifically in relation to highway construction and Maintenance projects. Responsible for taking a proactive approach to seeking and fostering public, consultant and internal/external MDT input and involvement in department projects and decisions. This position develops and implements strategies and provides consistent statewide messaging to keep the public informed of project progress as it relates to the preconstruction phase of highway projects, Construction and Maintenance projects, administrative rule changes and other department meetings. Responsible for reviewing and editing a variety of deliverables, correspondence, publications, and statewide materials that are submitted by PI Firms and consultants statewide. This position reports to the Public Information Officer and does not supervise others.

Essential Functions (Major Duties or Responsibilities):

Public Involvement, Notification and Documentation 85%

- Ensures the department meets all internal, state, and federal requirements for public involvement when appropriate, specifically regarding the Preconstruction, Construction and Maintenance phases of highway projects. Completed by scheduling and making all public meetings in person and virtual arrangements developing and issuing all public notices, press releases and paid display ads for public updates/meetings/hearings.
- Works closely with project staff, consultants, and others to assess and develop the strategic plan for public involvement, track project comments and ensures the public involvement process stays on schedule. Proactive and continual contact with project managers, district staff and management; coordination and monitoring of project progress; and scheduling within the project tracking program.
- Provide training and mentor project and district staff to increase effectiveness of MDT’s mission to plan, build, operate and maintain a safe and resilient transportation
infrastructure to move Montana forward. Work with project, district staff, and management to develop and execute a strategic plan, scheduling public meetings; and ensure consistent messaging particularly in the area of communications with the public and media.

- Works closely with the public and the statewide media to provide involvement and details on a variety of complex and often controversial highway design projects at various phases. Ensures all deliverables are consistent with MDT branding and messaging standards.
- Communicates public involvement procedures and practices with staff and the public. Coordinates with department staff to ensure consultants are meeting the department, state, and federal requirements and that these practices are uniform and consistent throughout the department’s five districts.
- Communicate project developments, progress, and milestones through news releases, earned media, direct mail, or other methods as appropriate. Communicate project information as related to the construction phase of highway and maintenance projects through new releases, earned media, public meetings, direct mail, website, and social media.
- Development and placement of public notifications. Requires close coordination with project staff and consultants and must be timely and accurate.
- Plan, record and document public meetings or hearings in accordance with MDT’s Public Involvement Handbook.
- Plan and facilitate public meetings, open house meetings and hearings. Respond to and direct inquiries to appropriate representatives and ensure the public has the opportunity to be heard.
- Develops, reviews, and approves content and format of meetings/hearings and hearing transcripts. Issue notices of department actions and responds to public and media inquiries. Develops talking points and coaching for project managers and staff to respond to media inquiries.
- Regularly reviews, and coordinates with department staff to update the department’s Public Involvement Handbook to ensure the department is meeting state and federal requirements and updates MDT Communications Guidelines when needed.
- Maintains and keeps current the Director’s Office media contact database.
- Work with office staff and Communications Team with development, review, and production of informational and educational materials. Provide pertinent, current, and technically accurate information to program constituents, department staff, and the public. Reviews and edits materials submitted by MDT's Media Consultants and Consultant Design to ensure consistent messaging for all MDT related projects and branding standards.
- Will work with staff as needed to develop social media content, monitor, schedule, respond to comments.

**Other Duties 15%**
Perform a variety of other duties and activities as assigned by the Public Information Officer or Director's Office management in support of the Department mission and objectives. This includes preparing presentations, assisting the Director’s office staff as appropriate, and performing a
variety of other duties as requested.

**Supervision**
The number of employees supervised is: 0
The position number for each supervised employee is: n/a

**Physical and Environmental Demands:**

Physical
- Sitting/Standing for long periods of time
- Driving
- Lift up to 50 lbs.

Mental
- Maintain professionalism at all times
- Interact with the public and media on a regular basis
- Manage multiple priorities
- Accuracy
- Coordination
- Remain calm and effective under pressure
- Tolerance for repetitive tasks
- Organization
- Self-discipline; independence of action
- Attention to detail
- Effective written and verbal communication
- Adapt quickly to changing circumstances

**Knowledge, Skills and Abilities (Behaviors):**

**Knowledge**
This position requires a working knowledge of communication principles, marketing, public relations, and business administration. An understanding of state and federal highway construction, maintenance and funding is helpful as is an understanding of the National Environmental Policy Act and the Montana Environmental Policy Act. Also, working knowledge of a PA and recording devices/equipment.

**Skills**
- Strong writing skills, specifically correspondence, advertising, news releases and earned media.
- Excellent proof reading and editing skills.
- Excellent oral communication skills – in person, via e-mail, over telephone, also one-on-one and in large groups (public speaking)
• Excellent customer service skills-- working with internal and external customers.
• Ability to diffuse situations and maintain control of meetings.
• Ability to manage multiple details and deadlines.
• Ability to build relationships with staff, public, consultants, elected officials, other government agency staff and media.
• Ability to document and work within established record keeping systems.
• Use electronic equipment, specifically projectors, recording devices and public address systems.
• Design/layout skills.
• Social media marketing skills.

Minimum Qualifications (Education and Experience):
The required knowledge and skills are typically acquired through a combination of education and experience equivalent to Bachelor's Degree in Communications, Business, Journalism, Marketing, Public Relations, Public Administration or a related field.

This position requires a minimum of 2 years of experience in composing and issuing news releases, media, advertising, and project management.

Certifications, licensure, or other credentials include: n/a

Alternative qualifications include: Any combination of additional related work experience and education equivalent to the minimum qualifications.

Special Requirements:

List any other special required information for this position

This position travels approximately 20,000 – 25,000 miles per year, which includes day and overnight trips.

☐ Fingerprint check
☐ Background check
☐ Valid driver's license
☐ Other; Describe

Union Code

Safety Responsibilities

The specific statements shown in each section of this description are not intended to be all inclusive. They represent typical elements and criteria considered necessary to perform the job successfully.
**Signatures**

My signature below indicates the statements in the job description are accurate and complete.

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<th>Immediate Supervisor</th>
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<th>Administrative Review</th>
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My signature below indicates that I have read this job description.

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**Human Resources Review**

**Job Code Title:** Public Relations Specialist  
**Job Code Number:** I33011  
**Level:** 1

My signature below indicates that Human Resources has reviewed this job description for completeness and has made the following determinations:

- [ ] FLSA Exempt  
- ☒ FLSA Non-Exempt  
- [ ] Telework Available  
- [ ] Telework Not Available  
- [ ] Classification Complete  
- [ ] Organizational Chart attached

**Human Resources:**

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Revision Date: 09/2020