



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)
- Computer proficiency - including MS Word, databases, desktop publishing, Adobe Creative Cloud, InDesign, Illustrator and working in a Windows environment.

- 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.

- |  |  |
|--|--|
| <input type="checkbox"/> Fingerprint check | <input checked="" type="checkbox"/> Valid driver’s license |
| <input type="checkbox"/> Background check  | <input type="checkbox"/> 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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|                             |              |             |
|-----------------------------|--------------|-------------|
| <b>Immediate Supervisor</b> | <b>Title</b> | <b>Date</b> |
|-----------------------------|--------------|-------------|

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|                              |              |             |
|------------------------------|--------------|-------------|
| <b>Administrative Review</b> | <b>Title</b> | <b>Date</b> |
|------------------------------|--------------|-------------|

My signature below indicates that I have read this job description.

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|                 |              |             |
|-----------------|--------------|-------------|
| <b>Employee</b> | <b>Title</b> | <b>Date</b> |
|-----------------|--------------|-------------|

**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:

- |  |  |
|--|--|
| <input type="checkbox"/> FLSA Exempt             | <input checked="" type="checkbox"/> FLSA Non-Exempt    |
| <input type="checkbox"/> Telework Available      | <input type="checkbox"/> Telework Not Available        |
| <input type="checkbox"/> Classification Complete | <input type="checkbox"/> Organizational Chart attached |

**Human Resources:**

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|                  |              |             |
|------------------|--------------|-------------|
| <b>Signature</b> | <b>Title</b> | <b>Date</b> |
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