STATE OF MONTANA
MONTANA DEPARTMENT OF TRANSPORTATION
JOB PROFILE

☐ Update
☑ Formal Review

Date Submitted 3/3/2015

SECTION I - Identification

Working Title:
Special Projects Manager

Department:
Transportation

Job Code Number:
273317

Division & Bureau:
Director's Office

Job Code Title:
Public Relations Specialist

Section & Unit:

Pay Band:
7

Work Address:
2960 Prospect Ave
Helena. MT 59601

Position Number: 33217

Phone:

☐ FLSA Exempt ☑ FLSA Non-Exempt ☑ Non-Union ☐ MPEA

Profile Completed By:
Pat Wise, Deputy Director

Work Phone:
406-444-7222

Work Unit Mission Statement or Functional Description:
The Department of Transportation's mission is to serve the public by providing a transportation system and services that emphasize quality, safety, cost effectiveness, economic vitality and sensitivity to the environment.

Describe the Job's Overall Purpose:
This position is responsible for managing multiple and complex projects for the department. This position works on projects related to the department's communication programs and processes that may include designing business protocols at the state and district levels. Other responsibilities include project management and facilitation as well as designing related project

management documents such as work breakdown structures. The position determines project goals and identifies project scope within broad parameters provided by and in coordination with upper management and makes detailed plans to accomplish these goals. Identifies and secures project resources including staff, manage project budgets and prepare financial reports as required. The position works to enhance internal and external communications on a daily basis. Coordinates and performs duties of marketing and communicating the role of the department to local, urban and community stakeholders. Serves as the department's representative in various public forums to ensure the programmatic goals of the department are considered. This position reports to Deputy Director (26015) and does not supervise.

SECTION II - Major Duties or Responsibilities	***% of Time***

A. Project Management **70%**

- Elicits the exchange of information among district and division administrators and community members with common transportation concerns by initiating meetings, conference calls etc. Considers how information is gathered and performs fact checking/fact finding to ensure accuracy and validity. Proactively seeks information and develops project plans.

- Determine project goals and identify project scope within broad parameters provided by and in coordination with upper management and make detailed plans to accomplish these goals. Considers what and how to deliver the message and determines approach when conveying and exchanging information in an efficient manner consistent with the department's mission.

- Identifies and secures project resources including staff, manage project budgets and prepare financial reports as required. Reviews project activities and prepare and reviews status reports.

- Develop and implement policies, standards and procedures for the work performed. This involves consulting with upper management in the divisions and districts and considering best practices.

- Implements statewide communication plan by developing and proactively disseminates department information, contact lists, resources and assistance contacts to community stakeholders. Coordinate various media communications with ISD and Public Information Officer.

- Facilitates and develops a network of contacts, advocates, and experts within communities to elicit information about specific department and community needs. Establishes and maintains effective working relationships through regular communication with Montana communities and Department to solve problems, exchange information and build relationships.

- Serves as the point of contact for the department and ensures questions received are responded to in a timely and efficient manner. Serves as a liaison to local government, district, and headquarter staff on statewide communication issues. Research requests for

information and provides appropriate customized information and assistance. Respond to questions received through phone, electronic and paper correspondence and in person.

- Conducts a needs assessment to identify deficiencies in communication and knowledge in order to increase the department's visibility and deepen our community relations. Takes a proactive approach to ensure activities are meeting the needs of Department staff and MT communities as appropriate.

- Plan for and prepare presentation and/or communication strategies as required. Develop and coordinate training and presentation materials. Identify and assess training needs, overseeing development of specific curricula, assisting in the implementation of training, and reviewing training evaluations to ensure training objectives.

B. Program Management 25%

- Participate in developing and implementing the department's communication relationship with Montana communities. Identifies, proposes and develops new initiatives, research opportunities or community based strategies to positively influence and facilitate transportation issues impacting local communities in Montana with sensitivity to the interests of all customers. May coordinate participation with other department personnel.

- Assists in program long-term and short-term strategic planning that support several of department's areas of emphasis.

- Develops and distributes surveys, samples, and other data collection techniques and analyzes results to assess the department and specific programs and recommendations.

- Develops and recommends new strategies and projects to coordinate community marketing and communications efforts based on analysis of program effectiveness and strategic goals of the department.

- Establishes and maintains effective working relationships with internal customers, federal, state, tribal, and local Agencies.

- Participates in meetings with representatives from state, local, tribal agencies, and/or appropriate stakeholders to ensure program goals are communicated and understood.

C. Other Duties as Assigned 5 %

- This position performs a variety of duties assigned by the deputy director. This includes directing special projects, representing the department at conferences or meetings, attending ongoing education or training as directed.

- Research and analyze the impacts of legislative proposals that impact Montana and transportation related programs.

- Serves as a member of the administrative team identifying high level needs of the department.

- Resolves and/or escalates issues in a timely fashion.

- Continually seeks opportunities to increase customer satisfaction and strong relationships with the field.

- Acts on behalf of the deputy director at request as a decision maker.

The following duties and/or specific tasks listed under section II above are considered "essential functions" because they require specialized expertise and skill and are the primary reasons the job exists (they must be performed by this position with or without accommodations):

The following duties are considered essential functions because they require specialized expertise and skill and are the primary reasons the job exists:

Duty A: Project Management
Duty B: Program Management

The following mental and physical demands are associated with these essential functions:
This position works in a high stress politically sensitive office environment.

Does this position supervise others? ☐ **Yes** ☑ **No**

Attach an Organizational Chart.

SECTION III - Minimum Qualifications - List minimum requirements for the first day of work.

<u>Critical knowledge and skills required for this position:</u>

KNOWLEDGE, SKILLS and ABILITIES (Behaviors): See also MDT core behaviors

- Strong initiative and ability to adapt in a rapidly changing environment.
- strong creative and professional writing skills
- Strong interpersonal and communication skills
- Strong editorial and production sense with an artist's eye in assembling stories.
- Understanding of graphic design and graphic design software
- Skill in public speaking, collaboration and facilitation.
- Ability to analyze information, and evaluate the results to develop an action plan.
- Experience in building relationships with senior management, individuals from a variety of backgrounds and cultures, both internally and externally.
- Strong ability to work independently and be self-directed.
- Concepts and theories of program planning and management.
- Knowledge of advertising, mass media, marketing and strategic planning.
- Grant and contract administration.
- An understanding of the relationship between the department and the public, department administration and employees, elected officials and other agencies.

- Ability to manage all social media content and projects related to a variety of social media channels including Facebook, Twitter, YouTube, Pinterest, etc for MDT
- Writes, edits, produces, and launches new content in real time for maximum impact.
- Ensures that all content meets established standards and works with all divisions/districts in the agency to assure support for MDT's reputation, brand and public relations strategy and goals.
- Stays current on social media best practices and recommends enhancements to process and management to ensure efficiency.
- Work with internal teams to report on activity and results
- Use of training equipment: overhead projectors and video equipment.
- Operation of printers, computers, fax machine and other standard office equipment.

Education:

Check the one box indicating minimum education requirements for this position for a new employee the first day of work:

☐ No education required	☐ Related AAS/2-years college/vocational training
☐ High school diploma or equivalent	☑ Related Bachelor's Degree
☐ 1-year related college/voc. training	☐ Related Master's degree

Please specify the acceptable fields of study:

Acceptable: communication, writing, organizational development, or related field.

Other education, training, certification, or licensing:

Experience:

Check the one box indicating minimum work-related experience requirements for this position for a new employee the first day of work:

☐ No prior experience required	☐ 3 years
☐ 1 year	☐ 4 years
☐ 2 years	☑ 5 years

Other specific experience:

- Bachelor's degree in communication, writing, organizational development, or related field.
- Five years of combined job related work experience in communicating, facilitating and directing/managing projects, including a minimum of two years of social media management and/or content development.
- Experience working with policy development and/or organizational change preferred.
- Other combinations of related education and experience may be considered on a case-by-case basis.

Alternative Qualifications:
This department will accept alternative methods of obtaining necessary qualifications.

☑ Yes ☐ No

Alternative qualifications include: Will consider alternative qualifications on a case by case basis.

SECTION IV – Other Important Job Information

☐ Fingerprint check

☑ Valid driver's license

☐ Background check

☑ Other; Describe

This position works in a high stress and politically sensitive office environment. Overnight and sometimes extensive travel is required.

SECTION V – Signatures

Signature indicates this statement is accurate and complete.

Employee:

Name: _____ Title:_____

Signature:_____ Date:_____

Deputy Director:

Name: _____ Title:_____

Signature:_____ Date:_____

Director:

Name: _____ Title:_____

Signature:_____ Date:_____

Department Designee:

Keni Grose Human Resources Division Administrator

Signature:_____ Date:_____