

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 Information Officer Position Number: 17001 Location: Helena

Department: Transportation Division and Bureau: Director's Office

Section and Unit: n/a

Job Overview:

This position serves as a Public Information Officer for the Department of Transportation. Serves as a member of the Director's communication team responsible for the overall direction and coordination of details related to MDT's public relations program. This position is the lead staff member of the Communications Team for the MDT and serves as the primary public relations contact for the agency. Supports and ensures Division and District communication needs are being met. Conducts research; establishes contacts with media representatives and others; directs and coordinates public relations programs and related areas including public involvement and project-specific public information; assists with the development of the department's website; oversees the production of internal newsletters and all public facing publications; and contracts for professional media services. The position reports to the Deputy Director and directly supervises three employees.

Essential Functions (Major Duties or Responsibilities):

Public Relations Program Administration - 70%

- Serves as the Public Information Officer and Communication Team Lead for District and Division communication related activities. Primary public relations contact for the all MDT Divisions, and Districts. Manages the ongoing review of all communications-related information and activities. Ensures regular and productive meetings are occurring with the Communications Team and the Divisions and Districts as needed. Coordinates and reviews department-wide strategies with the Communications Team as necessary to ensure

coordination of activities that impact agency wide communication programs and ensure agency public information strategies are comprehensive and consistent.

- Supports implementation of management directives and recommendations, as requested, related to complex, critical, controversial operational, legal and public safety related policies and issues of state and regional concern. Coordinates with Communication Team members, respective administrators, department technical experts, peers in the transportation industry by discussing issues, gaining perspective of how similar issues are or have been addressed. Recommends an implementation strategy to Department management, ensuring the agencies issues, priorities, goals and mission are addressed.
- Develops recommendations for communication strategies and/or projects to the Director's office. Ensures communication strategies will increase the overall quality and consistency of these communications as well as development of new outreach and communication avenues for the department.
- Effectively addresses identified issues, and determine the agency's public information strategy for ensuring that accurate and timely information is distributed. Consults with impacted management, divisions and/or districts on issues that may result in public exposure.
- Facilitates the development of regulatory guides, informational brochures, and other literature to provide accurate and concise information to legislators, agencies, businesses, and the public. Conducts research into state and federal transportation issues and opportunities, analyzes agency policies and precedents, and consults with technical authorities to develop strategies and materials to address issues.
- Provides training and technical assistance to agency and District staff in responding to the media; and providing expert guidance to the Department's Management Team on how various issues should be addressed in the media or in the public arena. Develops and maintains reference sources, standard position statements, information release formats, photo files, and other resources for the Department with general and specific information on subjects pertinent to current statewide transportation issues and projects.
- Directs and coordinates administrative details related to public relations programs and related areas within, including public involvement and project-specific public information to ensure cost-effective program expenditures as well as compliance with Department communication objectives.
- Serves as the primary point of contact for public relations issues that often include politically and environmentally sensitive and traffic-disruptive projects of a controversial nature.
- Continually evaluates the effectiveness of agency public information activities to ensure consistent and accurate information is disseminated and to assess the degree of success in meeting agency objectives. Directs the distribution of surveys, samples, and other data collection techniques and analyzes results to assess public perceptions of the Department and its specific programs.

- Facilitates the planning of public meetings for specific transportation projects and other issues to elicit public concerns and general feedback. Develops alternate public relations strategies and policies based on analysis of public feedback to ensure that public concerns are effectively addressed through Department communication efforts.
- Responds to any immediate, critical, or controversial events. Develops press releases regarding issues or events pertinent to the Department. Ensures that appropriate media are contacted for issues relating to their specific publication or geographic area.
- Monitors compliance with established operational policies and procedures and achievement of public relations goals through consultation and meetings with subordinate staff; personal review of program operations and project plans; and through discussions with other Department staff and management. Monitors compliance with established policies in programs and reviews and approves atypical or developmental methods and procedures.
- Provides information to the Deputy Director for the preparation of biennial budgets. Develops recommendations for allocations for annual fiscal operational plans and recommends spending priorities by reviewing past funding practices, anticipated projects and expenditures, program goals and objectives, and related personnel and other administrative expenses.
- Monitors program expenditures and approves all requisitions, expense claims, vendor claims, etc. for public information programs to ensure budgets are not exceeded and Department resources are used in the most efficient manner possible.
- Directs and oversees the production of the employee newsletter, the Interchange, each payday.
- Actively establishes and maintains effective working relationships with media contacts. Serves as the agency contact and liaison with the appropriate media on sensitive and controversial issues and provides guidance to other members of Management Team and staff on their interactions with the media.
- Arranges interviews with appropriate specialists as needed, and provides information to other members of Management Team on the delivery and results of agency public communication efforts.
- Facilitates communications activities such as developing presentations and facilitating or participating in various meetings to build public awareness of Departmental programs, increase support and local cooperation, and to identify and assess public concerns surrounding transportation projects and related issues.
- Plans and coordinates special events with the Governor's Office to foster support and cooperation and ensure the dissemination of accurate information on behalf of the Department.
- Facilitates public outreach projects for MDT. Methods may include public service announcements for radio and television, multi-media campaigns involving radio, TV, billboards, brochures, and advertisements.

- Coordinates press events, special occasions, and other non-routine ground breaking/ribbon cutting events at the direction of the Director and/or Executive Staff.
- Preparation and distribution of news releases and construction updates.
- Manage and coordinate annual programs and reporting functions such as Governors Recognition and the Governor's Excellence in Performance Awards.

Contract Administration - 10%

- Develops project plans and requirements for use in developing bid solicitations for professional public relations/media projects and services.
- Monitors contractor performance by conducting periodic quality assurance reviews of work. This position also ensures compliance with all terms and conditions of individual contracts.
- Examines media products from contracted agents to verify the accuracy and appropriateness of messages presented. Resolves deficiencies, inconsistencies, and other problems prior to dissemination to Department staff and the public.
- Oversees the payment of claims for contracted services to ensure that services were delivered in compliance with agreements, ensure timely payment and justification, and ensure proper expenditure allocations.
- Responds to contractor inquiries regarding specific media/public relations needs or related project issues and provides consultation and technical assistance to provide relevant Department policies, procedures, priorities, and other information. Coordinates or provides limited training and oversight in these areas and on routine issues as required to promote effective contractor performance.

Staff Supervision - 15%

- Directly manages professional staff by reviewing and revising overall work plans, priorities and procedures and monitoring progress through regular meetings and consultations. Identifies staffing needs, recruits and hires employees and allocates staff to adequately support the on-going operations and activities of the Section.
- Evaluates the performance of all positions directly supervised and completes performance evaluations. Recommends, implements and monitors corrective actions. Enforces disciplinary policies to ensure consistency in application of disciplinary actions. Ensures that Section staff complies with State and Departmental personnel rules, regulations and policies. Resolves grievances at the lowest level whenever possible.

Other Duties - 5%

This position performs a variety of other public relations activities as assigned by the Deputy Director, the Chief Operating Officer, or the Director in support of MDT's mission and objectives.

Supervision

The number of employees supervised is: 3

The position number for each supervised employee is: 33209, 13203, 17002

Physical and Environmental Demands:

This position functions in a typical office environment.

Knowledge, Skills and Abilities (Behaviors):

Requires an advanced knowledge of the concepts and theories of public relations and communications. Ability to analyze and evaluate the department's needs and develop appropriate and targeted responses on behalf of the agency. Requires extensive knowledge of the concepts and theories of advertising, mass media, psychology, marketing, budgeting, strategic planning, business administration, persuasive writing, research, public speaking, and graphic design and layout. Requires a basic knowledge of highway construction and maintenance. Have an understanding of the relationship between the agency and the public, department administration and employees, elected officials and other agencies.

Requires extensive skills in establishing and maintaining effective working relationships with the public, officials, media contacts, and Department staff and managers. Requires skill in written and verbal communication, presentation skills, and skill in the use of graphic design and layout software.

Minimum Qualifications (Education and Experience):

The required knowledge and skills are typically acquired through a combination of education and experience equivalent to a Bachelor's degree in English, Writing, Communications, Journalism, Broadcasting, Marketing, Public Relations, or a related field.

This position requires a minimum of 4 years of experience in public relations and communications. This position requires a minimum of 1 year of supervision or team lead experience.

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

- | | |
|--|---|
| <input type="checkbox"/> Fingerprint check | <input 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.

Immediate Supervisor	Title	Date
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Administrative Review	Title	Date
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My signature below indicates that I have read this job description.

Employee	Title	Date
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Human Resources Review

Job Code Title: Public Relations Supervisor Job Code Number: I3301M

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

Human Resources:

Signature	Title	Date
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