

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 Specialist Position Number: 33209 & 13203

Location: Helena

Department: Transportation

Division and Bureau: Director's Office

Section and Unit: Communications Office

Job Overview:

The Public Information Specialist plans and implements strategies to inform and engage the public regarding highway project development and delivery, build awareness and understanding of MDT processes and programs, and strengthen MDT's brand and reputation. Works closely with engineering Project Development and Delivery (PD&D) staff and district staff to implement public involvement plans specific to highway and bridge project development, maintenance, and construction. Responsible for developing and disseminating information in a variety of forms that is relevant, timely, and accurate as well as consistent with MDT quality, brand, and messaging standards. This position reports to the Public Information Officer and does not supervise others.

Essential Functions (Major Duties or Responsibilities):

PD&D Public Involvement and Engagement 70%

- Develop and implement public involvement plans in concurrence with appropriate staff to inform the public and stakeholders of project development milestones and construction impacts.
- Ensure National Environmental Policy Act (NEPA), Montana Environmental Policy Act (MEPA), Montana Code Annotated (MCA), MDT Public Involvement Plan (Handbook), and federal requirements for public involvement are met.
- Meet with and maintain regular communication with project staff.
- Monitor project development and delivery to anticipate and address evolving public information needs.
- Assist staff with media inquiries and interviews.
- Assist staff in responding to controversial or contentious stakeholders and media interactions.

- Respond directly to media and public.
- Work with Communications Office staff to develop and implement strategic communication plans.
- Develop and disseminate project specific and other communication materials such as news releases, web content, social media content, correspondence (emails, texts, etc.), display ads, display boards, direct mail (EDDM), broadcast/streaming, out of home, brochures, fact sheets, and other collateral material.
- Ensure deliverables are relevant, timely, and accurate as well as consistent with MDT quality, brand, and messaging standards.
- Review consultant-developed materials for relevance, quality, accuracy, brand standards, and messaging.
- Track and report effectiveness of public involvement activities.
- Arrange and facilitate public meetings and open houses (in person and virtual).
- Plan, provide notice, facilitate, record, and document public hearings in accordance with the MDT Public Involvement Plan (Handbook).
- Issue notice of department actions related the NEPA and MEPA actions.
- Review and update the MDT Public Involvement Plan (Handbook) in response to changing federal and state statutory requirements or as needed.
- Maintain the Director's Office media contact database.

Other Duties 30%

Perform a variety of duties and public relations activities as assigned by the PIO and Director in support of the MDT mission and objectives.

Supervision

The number of employees supervised is: n/a

The position number for each supervised employee is: n/a

Physical and Environmental Demands:

- Works in a typical office environment.
- Occasional travel within the state by automobile, and occasional travel out of state by airline to national conferences/meetings.

Knowledge, Skills and Abilities (Behaviors):

- Knowledge of the principles of communications and public relations.

- Knowledge of marketing, social media, strategic planning, business administration, persuasive writing, research, public speaking, and graphic design.
- Skills in creating content and design of communication materials.
- Skills in establishing and maintaining relationships with the public, elected officials, consultants, construction contractors, coworkers, and the news media.
- Skills in proofreading and editing content, message, and design of print and electronic materials to ensure quality, accuracy, clarity, relevance, and consistency.
- Strong writing skills and verbal communication skills.
- Ability to work under pressure with rapidly changing priorities.
- Proficiency in MS Office Suite, Adobe Creative Cloud, Canva, Hootsuite, etc.
- Knowledge of using social media analytics tools to make data-driven decisions.
- Knowledge of social media best practices for engagement and audience growth.
- Familiarity with transportation planning and highway design, construction, and maintenance.

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, or a related field.

This position requires a minimum of 2 years of experience in in public relations, communications, or media related work including: developing paid and earned multi-media public information campaigns, content creation, and media placement.

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 checked="" type="checkbox"/> Valid driver’s license |
| <input type="checkbox"/> Background check | <input type="checkbox"/> Other; Describe |
| n/a 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 Specialist 2

Job Code Number: I33012

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:

Signature

Title

Date