

Title: <b>External Information Coordinator</b>	Effective Date: August 23, 2021	Grade: XIII	Job Category: Professional
Prior Title: External Information Coordinator	Prior Effective Date: August 17, 2015	Grade: XII	Page: 1 of 1

### ***CHARACTERISTICS OF WORK***

As an integral team member of the Public Information Office, the External Information Coordinator is responsible for research and development of supporting materials used to inform and educate various audiences. This includes all social media platforms.

### ***EXAMPLES OF WORK***

The following examples are intended only as illustrations of various types of work performed. No attempt is made to be exhaustive. Related, similar, or other logical duties are performed as assigned. The Department may require employees to perform functions beyond those contained in job descriptions. The Department may modify job descriptions based on Department needs. The Arkansas Department of Transportation is an "at will" employer.

- Monitor and coordinate Department social media functions, including the Content Team.
- Research and organize supporting material for development of presentations and speeches for members of the Arkansas Highway Commission as well as the Director and senior staff of the Department.
- Develop presentations in Microsoft PowerPoint and/or in other visual media (i.e. displays and handouts).
- Provide audio/visual support during presentations and speeches when necessary.
- Coordinate, maintain and communicate public speaking schedules of Commission members and senior Department staff.
- Write news releases and manage the Department’s news release distribution system.
- Serve as a contributing writer for letters, speeches and articles.

### ***MINIMUM REQUIREMENTS***

#### Education and experience:

The educational equivalent to a bachelor’s degree from an accredited college or university in a field related to the area of responsibility OR the educational equivalent to a diploma from an accredited high school plus four years of experience in related field.

#### Knowledge, skills and abilities:

Creative writing and communication skills. Ability to work quickly with frequently shifting priorities and deadlines. Impeccable attention to detail with strong analytical skills. Results-oriented and driven to execute with a high level of accuracy in tight timeframes. Process-oriented and highly organized with the ability to keep projects on track. Ability to produce cutting edge, creative, and exceptional presentation design work. Working knowledge of Microsoft Office Suite with demonstrated expert knowledge of PowerPoint. Familiarity with Adobe Photoshop or similar software. Ability to utilize social media tools and Internet-related programs. Ability to accurately and comprehensively plan, research, develop and assemble reports and presentations.

#### Working conditions:

Office environment.

#### Licenses, registrations and certifications:

Valid driver’s license.

*(“Accredited” means the educational institution or program is accredited by an accrediting organization recognized either by the United States Department of Education or by the Council for Higher Education Accreditation.)*