

Title: Media Communications Manager	Effective Date: June 19, 2021	Grade: XVIII	Job Category: Professional
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CHARACTERISTICS OF WORK

Under the direct supervision of the Public Information Officer, this position is responsible for assisting in planning, supervising, and directing the activities of the Public Information Office, and functions as the Section Head in the Public Information Officer's absence.

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.

- Manage communication campaigns that support Department activities such as major construction programs, safety initiatives, or educational efforts.
- Assist the Public Information Officer in leading and coordinating the staff of the Public Information Office.
- Review office operating procedures and recommend changes when appropriate.
- Represent the Department at various public functions as needed.
- Assist with media inquiries and contacts.
- Assist with legislative activities.
- Monitor social media platforms ensuring the Department's message is being delivered.
- Create, edit and manage PowerPoint presentations.

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. Experience in media or public relations. Experience in developing and implementing multimedia educational and/or marketing campaigns. Knowledge of, or experience working in, state government, including the legislative process, is desired.

Knowledge, skills and abilities:

The ability to communicate clearly and effectively in both written and verbal formats. Working knowledge of Microsoft Word, Excel, PowerPoint and Outlook. Working knowledge of Twitter, Facebook, and Instagram. Knowledge of videography and editing software is desired. Effective leadership skills. Problem solving skills.

Working conditions:

Office environment.

("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.)