

Title:	Effective Date:	Grade:	Job Category:
Community Relations Coordinator	June 17, 2023	XIV	Professional
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Community Relations Manager	April 13, 2017	XIV	1 of 1

CHARACTERISTICS OF WORK

As an integral team member of the Public Information Office, the Community Relations Manager is responsible for planning, developing and implementing programs and activities to promote community awareness of the Department and the Commission.

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.

- Coordinate commemorative events including groundbreakings and ribbon cuttings.
- Manage the Department's event calendar and coordinate a presence with internal and external stakeholders at tradeshow, meetings and conventions, including transporting and setting up displays.
- Represent the Department at public functions including industry gatherings, inter-agency coordination events and occasionally legislative events.
- Develop and implement marketing programs and educational campaigns.
- Work closely with Department executives to develop supporting materials related to event appearances.
- Write letters, speeches and news releases.

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 a marketing or public relations position.

Knowledge, skills and abilities: Ability to communicate clearly and effectively in both written and verbal formats. Working knowledge of Microsoft Word, Excel, and Outlook.

Working conditions: Ability to travel more than 50 percent of the time.

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.)