

Title: Public Information Officer	Effective Date: February 14, 2020	Grade: XX	Job Category: Professional
Prior Title: Section Head, Public Information Coordinator, Public Affairs Officer	Prior Effective Date: June 22, 2019	Grade: XVII, XVIII	Page: 1 of 1

CHARACTERISTICS OF WORK

This position is responsible for leading a team of communications professionals that functions to keep the public, news media, and elected officials informed of Commission and Department objectives and activities.

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, supervise, and direct all functions of the Public Information Office, the Creative Services Group, and the Customer Service Group.
- Manage the timely preparation of appropriate information for the Commission and the Director as needed for public speaking events.
- Plan, develop and implement public relations and communications strategies to support Department goals and initiatives, helping to increase program awareness and shape public perception.
- Develop and maintain media relations on all platforms (television, radio, newspaper, blog, etc.) in all markets across the State and as applicable, with national media outlets.
- Serve as primary spokesperson for the Department and Commission, communicating critical transportation information effectively to the public, the media, community leaders, and elected officials.
- Represent the Department at public functions including local and national industry gatherings, inter-agency coordination events, public involvement meetings, civic group presentations, state government meetings, etc.
- Monitor and participate in legislative activities as they relate to the Department when needed.

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. Supervisory and administrative experience. Experience working in corporate communications, public relations, or journalism.

Knowledge, Skills and Abilities

Strong organizational skills, ability to manage diverse project assignments, and attention to detail. Effective leadership and reasoning ability. Effective critical thinking, problem solving, and program management skills. Demonstrated effective verbal and written communications, public speaking, media relations, and event planning skills. Ability to establish and maintain cooperative working relationships with others. Ability to interpret and apply Department policies and procedures. Proficiency in basic computer skills, including Microsoft Office Suite.

Working Conditions

Office

("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.)

A criminal background check will be required to determine suitability of employment, and failure to meet these standards may cause the applicant to be rejected or terminated from that position.