



PUBLIC RELATIONS JOB FAMILY

CAREER PATH

Positions in this family are responsible for the coordination and administration of a public awareness program, including news media relations, for an agency. These positions increase awareness of agency responsibilities by providing information and participation opportunities to the public.

Typical functions

The functions within this job family will vary by level, but may include the following:

- ❖ Identify public information and internal communication needs.
- ❖ Provide relevant informational services to the public and internal audiences.
- ❖ Perform news and/or publication writing, graphic and/or website design, photography, videography, and social media work.

Positions allocated to this series may perform the duties described, or specialize in areas of multimedia, public relations, or communication strategies. The work assigned to positions in this series ranges from conducting basic research to coordinating legislative matters and controlling a budget.

Public Relations Specialist

Pay grade: 24

This is a professional position responsible for conducting basic research to identify public information needs in order to draft relevant and routine agency communications (letters to constituents, press releases, standard presentations, etc.) for review. May perform advanced level graphic design, photography, and videography work, assist with agency social media efforts, and provide relevant informational services to the public. This professional position is also responsible for ensuring the execution of a public affairs function for an agency or program. Duties may include acting as a lead worker to assign, coordinate, and review research, communications, multimedia products, and social media work produced by lower-level professionals. An employee at this level may participate in developing high profile news releases and representing the agency to the public. May act as an agency liaison, disseminating information to newspapers, radio, television, communication networks, and internet-based media.

Minimum Requirements *(The following represents the minimum qualifications used to accept applicants, provided that equivalent substitution will be permitted in case of deficiencies in either experience or education.):*

Bachelor's degree from an accredited institution.



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Public Relations Coordinator

Pay grade: 26

This is a professional position responsible for directing and overseeing a public affairs function for a division or program within a state agency and/or overseeing an agency's multimedia production activities. Duties may include drafting policy, creating new approaches to solve complex public affairs issues, and informing strategic planning activities. An employee at this level may also be responsible for assisting with planning, organizing, and coordinating legislative matters relating to an agency's programs. They may supervise the writing and production of publications about agency programs and represent agencies and/or programs on high impact assignments such as a crisis task force, legislative proceeding, court testimony, etc. They may also supervise a small number of professional employees.

Minimum Requirements *(The following represents the minimum qualifications used to accept applicants, provided that equivalent substitution will be permitted in case of deficiencies in either experience or education.):*

Bachelor's degree from an accredited institution and three years of relevant experience.

ADDITIONAL INFORMATION

Some Patrol duties relate to criminal activity. Therefore, employees may be exposed to written material, photographs, and/or verbal language of a sexual nature. The requirements of this position are not intended to create a hostile work environment; however, it is work of an extremely sensitive nature. A copy of the Missouri State Highway Patrol policy on sexual harassment is available upon request.

Once a job offer has been made, employment with the Missouri State Highway Patrol is contingent upon the successful results of a background investigation and Patrol administered drug test. The Missouri State Highway Patrol is a Drug Free Workplace.

Employees must be a United States Citizen, or a legal resident of a country participating in the Visa Waiver Program (VWP).

EEO STATEMENT: The Missouri State Highway Patrol is an equal opportunity employer. All qualified applicants will be considered for employment without regard to race, color, religion, sex, age, national origin, veteran status, ancestry, sexual orientation, or disability.

Click [HERE](#) to view our employee benefits.



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To be eligible for employment with the Patrol, applicants must meet all dress and appearance requirements. Click [HERE](#) for more details about dress and appearance requirements.

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