



An Equal Opportunity Employer

CAREER OPPORTUNITY

TITLE: Public Relations Specialist
LOCATION: Division of Tourism – Jefferson City, MO
JOB CLASSIFICATION: Designated Principal Assistant (DPA)
TRAVEL: Approximately 15% overnight travel
ANNUAL SALARY: \$39,708.00 - \$44,352.00
CLOSING DATE: Open until filled

APPLICATION PROCESS:

Please submit a cover letter, up-to-date resume, writing samples and transcript(s) to HRhelpdesk@ded.mo.gov

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Field media requests for information about Missouri tourism destinations and attractions. Provide requested information, contacts and assets.
- Work with public relations agency that represents the division to develop strategy, create editorial calendars and develop story ideas to pitch to media outlets.
- Develop and maintain relationships with media and industry members.
- Develop and maintain media coverage reports and measurement.
- Serve on the content creation team for the Missouri Division of Tourism to create stories, articles, and trip ideas for VisitMo.com, the annual printed/digital travel guides and social media channels.
- Manage MDT Twitter account to serve as a news resource for members of the media.
- Writer – plan, compile, verify, compose, and/or edit appropriate informational materials, presentations, newsletters, feature stories, articles, booklets, pamphlets, brochures.
- Prepare news releases as needed.
- Deliver presentations and/or serve as spokesperson regarding MDT activities to special interest groups and the general public.
- Edit materials for content, clarity, organization, grammar, style, and format.
- Assist with coordination of special events and develop materials, displays, and programs to promote MDT services, missions, goals, and enhance consistency and accuracy in those efforts.
- Support the Missouri Film Office with public relations, site visits and familiarization tours with film industry.
- Manage media registration for online newsroom.
- Perform other related work as assigned.

JOB KNOWLEDGE, SKILLS, AND ABILITIES:

To perform this job successfully, an individual must be able to perform each essential function of the job with or without reasonable accommodations.

- Comprehensive skills in writing and storytelling.
- Comprehensive knowledge and skill in the use of methods and techniques of disseminating information to the public.
- Comprehensive knowledge of public relations techniques and procedures.
- Comprehensive knowledge of the division, specifically the state's tourism industry.
- Ability to interpret and explain division policies, laws, and operations.
- Ability to stimulate public interest and gain support for division mission.
- Ability to compose and produce a variety of informational materials for release to media or publications.
- Ability to conduct research and find pertinent and newsworthy information.
- Ability to establish and maintain working relationships with media representatives, agency officials, other employees, and the general public.
- Ability to communicate and make presentations to special interest groups, employee groups, and the general public.

QUALIFICATIONS:

- A bachelor's degree from an accredited college or university with a minimum of 15 earned credit hours in one or a combination of the following: Journalism, Communications, English, Public Relations, Marketing, or a closely related field; AND
- Three or more years of professional experience in public relations or journalism. (Additional qualifying experience may substitute on a year-for-year basis for deficiencies in the required education. Twenty-four earned graduate credit hours from an accredited college or university in the specified areas may substitute for a maximum of one year of the stated experience.)