

HIGHWAY COMMUNICATION DIVISION MANAGER

DESCRIPTION: Under general direction, administers the Department of Roads Highway Communication Division; directs the public and community relations for the agency; performs related work as required.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Plans, assigns, and directs the work activities of the Highway Communication Division management and assigned staff work goals and to ensure consistent application of administrative policies, procedures, and standards.

Compares work performance of the Highway Communication Division management and assigned staff with established standards to determine the quality and quantity of employees' work and to recommend personnel actions such as appointments, promotions, disciplinary actions, grievance dispositions, status changes, and separations.

Administers within these Sections managed agency and State personnel policies and rules and labor contracts in such areas as equal employment opportunity, affirmative action, ADA, training, overtime, grievances, and performance appraisals.

Plans, develops, implements, and directs the department's efforts and materials to inform the public, media, and government officials about the department's issues, objectives, programs, and goals.

Advises, develops, and reviews programs, policies, and procedures governing operation of the agency's communications, public, and community relations function.

Coordinates the communications of the department to inform the public and coordinates the dissemination of information through the mass media.

Advises and provides assistance to the department's personnel on communication and public affairs issues.

Assists and advises the department's director and staff on communication issues, status, and recommendations.

Manages the Department of Roads Resources Section including the library, central files/archives, and the department's receptionist position.

Manages the Department of Roads Public Hearings Section.

Manages the Department of Roads Information Section.

Develops and administers the Highway Communication Division budget.

Manages the Department of Roads Office Services Section.

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FULL PERFORMANCE KNOWLEDGES, ABILITIES, AND SKILLS REQUIRED: (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of: the organization, function, and objectives of the Department of Roads; organizational management; personnel administration including the intricacies of EEO, AA, ADA, and union contract administration; government relations.

Ability to: effectively work with governmental agencies and subdivisions, the public, and the media in a positive and productive manner.

Skill in: decision making; evaluating and assessing the effectiveness of the agency's public relations activities; identifying relevant publics and communicating with them.

ENTRY KNOWLEDGES, ABILITIES, AND SKILLS REQUIRED: (Applicants will be screened for possession of these through written, oral, performance, and/or other evaluations.)

Knowledge of: management principles and personnel administration issues; budgeting procedures; public relations; the communication trades; organizational communication; interpersonal communication; public interaction; writing propriety; organizational and technical writing skills; promotional/educational composition proficiency.

Ability to: plan, organize, and assign the work of managers and supervisors; train and evaluate managers and supervisors; communicate effectively with the public on an interpersonal level; apply principles and practices of good public relations and good ethics to operations of department-wide information policies, programs, and activities.

Skill in: dealing with human resource management issues; communication planning; organization; public relations; listening, questioning, and presenting information.

JOB PREPARATION GUIDELINES: (Entry knowledge, abilities, and/or skills may be acquired through, BUT ARE NOT LIMITED TO, the following coursework/training and/or experience.)

Any combination of education, training and/or experience that will enable the applicant or employee to possess the required knowledge, abilities, and skills. A general qualification guideline for positions in this class is post high school coursework/training in communications, journalism, and/or public administration AND experience in public relations, communication, education, or the professional promotional field.