

HIGHWAY EXTERNAL AFFAIRS MANAGER

V57350

DESCRIPTION OF OCCUPATIONAL WORK

Under limited supervision, develops and oversees on-going and long-term public relationship plans and actions between the Nebraska Department of Transportation (NDOT) and partners, customers, and stakeholders to promote awareness of and value of operations and projects within Nebraska. Plans and organizes internal administrative and program operations to move from reactive public involvement to proactive community engagement; performs related work as assigned.

DISTINGUISHING CHARACTERISTICS: (A position is assigned to this class based on the scope and level of work performed as outlined below.)

The position manages and coordinates diverse functions and units. Works with the Division Manager and other agency managers to develop strategies to promote the agency. Provides oversight of agency/Division and intergovernmental program assistance and informational operations, and preparation and dissemination of program policies, procedures, criteria, and documents associated with various NDOT functions. The scope of work performed or directed is broad and includes agency external relations with customers, clients, public agencies, and others relative to explaining implementation of specific public involvement and public relations policies and mandates.

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.)

Provides recommendations and guidance to the Division Manager and the Director's Office on strategies to improve customer service and stakeholder relations and build public trust.

Confers with the agency's Government Affairs Office to manage and advocate specific policy issues and develops position papers, policy papers, and appropriate data for stakeholders, Highway Commission members, and agency staff; facilitates communication and cooperation among diverse groups.

Oversees the Public Involvement and Outreach Sections of the agency/Division to develop and maintain an active listening network; manages channels of communication to enable proactive engagement with the public and stakeholders on specific transportation projects; develops policy change recommendations on potential issues that impact NDOT; develops and maintains a strategic plan for implementing an intergovernmental community engagement section.

Serves as the spokesperson/representative for NDOT on behalf of the Division Manager; answers media inquiries; facilitates public meetings, internal meetings, and stakeholder meetings, and NDOT program hearings and Highway Commission meetings.

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Serves as the special projects coordinator for the Division, and reports on plans, progress, and outcomes to the Division Manager.

Confers with external partners, industry associations, chambers of commerce, and State government and local jurisdictions to identify and share best practices for the agency and these groups.

Serves as the principal writer for NDOT regarding various topics; prepares draft NDOT publications, legislative testimony, talking points for senior agency staff, and press releases; reviews and edits drafts of various agency presentations.

Supervises assigned employees to include identification of priorities, goals, and performance standards; provides training and performance development to these employees.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED: (These are needed to perform the work assigned.)

Knowledge of: Nebraska transportation needs, issues, constraints, and practices; the needs and concerns of various diverse communities, interest, economic, business, and social groups; the principles and practices of public/media relations and customer services; the policies and requirements relative to agency and State financial, personnel, and purchasing administrative practices; the transportation project delivery and program management process and schedules; and transportation construction process and schedules.

Ability to: communicate via a wide variety of media and formats with diverse groups and individuals; identify the best approach to providing information on agency plans and goals; develop and foster working relationships and advocate NDOT goals, initiatives, and solutions in an effective manner; identify pros and cons of alternative solutions and recommendations to explain agency goals and policies.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need accommodation in the selection process should request this in advance.)

Bachelor's degree in communications (such as public relations or journalism), general administration, project management, policy analysis/evaluation, engineering, or similar fields, and three years of experience in preparing and communicating information to the public; or coordinating advocacy groups or community based organizations; or coordinating promotional/publicity campaigns; or interpreting and applying laws, rules, and regulations. Additional years of experience as described above may substitute for the required education on a year-for-year or equivalent basis.

SPECIAL NOTES:

State agencies are responsible to evaluate each of their positions to determine their individual overtime eligibility status as required by the Fair Labor Standards Act (FLSA).

Established: 01/2017

Note: Classification-specification is subject to change. Please refer to the Nebraska State Personnel Job Specification website at <https://das.nebraska.gov/personnel/classcomp/jobspecs/jobspecs.html> to ensure this represents the most current copy of the description.

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The following is a summary of changes made to this class specification.

Section	Change Description	Effective Date
Entire Spec except MQs	Updated to new format and updated language to be less specific.	5/22/23
Distinguishing Characteristics	Removed required number of reports to best align with how the agency is utilizing the class.	3/21/24