



Classification: Public Information Specialist III (Social Media)

Title Code: V00096

Pay Range: 22

POSITION SUMMARY: This is advanced professional work in the collection, preparation, and dissemination of information and public relations activities on various social media platforms. Work includes assisting with the oversight and determining the best practices to support development and maintenance of all Missouri State Highway Patrol Public Information and Education Division social media platforms with up-to-date information. The employee must exercise independent judgment and discretion in contacts with Patrol employees, the general public, and personnel from state agencies and private organizations. An employee in this position will provide consultative support to high level administrators regarding Patrol social media. General supervision is received from the immediate supervisor and work is reviewed by an administrative superior.

DESCRIPTION OF DUTIES PERFORMED: (Any one position may not include all of the duties listed nor do the listed examples include all tasks which may be found in positions of this class.)

Compiles, posts, and monitors information on all Public Information and Education Division social media accounts (e.g. Facebook, Twitter, Instagram, etc.) and any other social media outlets as requested.

Establishes and maintains an engaging social media strategy fostering interaction and communication with the general public.

Maintains and enhances the Patrol's website with up-to-date information such as road conditions, statewide events, employment opportunities, etc.

Assists with editing uploaded content and social media postings for clarity, organization, grammar, style, and format.

Oversees social media site development and maintenance.

Meets with agency personnel for the purpose of discussing activities and securing newsworthy information.

Represents the Patrol at various meetings and functions related to law enforcement, traffic safety, public relations, etc.

Provides highly skilled and professional consultation and support to high level administrators regarding Patrol social media.

Provides training to employees on social media and protocol.

Acquires, archives, and maintains historically significant information for the department.

Performs other related duties as assigned.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES: Comprehensive knowledge in the utilization of word processing and desktop publishing software (e.g., Adobe Contributor, CorelDraw, PageMaker, Microsoft Office products, etc.), and social media platforms (e.g. Facebook, Twitter, Instagram, etc.).

Comprehensive knowledge of the methods used to develop a strategy to engage the general public using social media.

Comprehensive knowledge of news media operation and their proper utilization for dissemination of information.

Ability to attend training on new social media subject matter as needed.

Ability to communicate with social media managers of various law enforcement and government agencies to enhance social media practices.

Ability to learn the interpretation of policies, laws, and patrol operations in order to stimulate public interest and gain support and cooperation for the department.

Ability to write effectively at a level, and in proper form, for release to media or publications.

Ability to research new developments in social media technology and assess its applicability for the Patrol.

Ability to prioritize and work on several projects simultaneously and follow complex instructions.

Ability to work under the pressure of regular deadlines.

Ability to communicate in English clearly and concisely, both orally and in writing, to the public, news media, other law enforcement agencies, etc.

Ability to operate basic office equipment as detailed in the description of duties.

Ability to handle restricted and confidential information in a professional manner and maintain the information as such.

Ability to establish and maintain harmonious working relations with others (e.g. co-workers, user-agency personnel, and vendors).

Ability to work with material that may be of a sexual nature relating to criminal activity (e.g., written material, photographs, and/or verbal language, etc.).

Ability to work hours as assigned and perform job-related travel.

MINIMUM EXPERIENCE, EDUCATION, AND TRAINING REQUIRED: (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.)

Graduation from an accredited college or university with a bachelor's degree in Communications, Journalism (emphasis in Social Media), Public Relations, Marketing, Advertising, Multimedia, or a closely related field.

AND

Possess at least two years as a Public Information Specialist II or related experience.

FLSA STATUS: Non-Exempt

WORK SCHEDULE: An employee in this position works an eight-hour shift as directed; however, working hours are subject to change at the discretion of the commanding authority.