

## Who we are:

The Tennessee Department of Transportation provides citizens of Tennessee and travelers with one of the best transportation systems in the country. TDOT is a multimodal agency with responsibilities in building and maintaining roads, aviation, public transit, waterways, railroads, cycling and walking. Our involvement ranges from airport improvements to funding transit buses to planning for river ports.

The Department of Transportation has close to 4000 employees statewide with regional facilities in Knoxville, Chattanooga, Nashville, and Jackson. TDOT's headquarters is located in downtown Nashville.

## Role of the Communications division:

The Communications Division is responsible for promoting the mission, vision, and goals of the Department by integrating the concerns of our customers into our processes and promoting a clear and consistent message both internally and externally.

The mission of the Division is to provide leadership in developing and implementing strategic plans that integrate all modes of communication to ensure our customers remain informed and that the Department supports strategies to improve safety, increase mobility, and encourage economic development in Tennessee.

**For more information on the Communications division please see link below:**

<https://www.tn.gov/tdot/community-relations.html>



## TDOT Director of Communications

Nashville, TN

### Overview

The Director of Communications is responsible for the day to day corporate communications, marketing operations, and public relations of the Department of Transportation. In collaboration with executive leadership and internal stakeholders, the Director develops, implements, and manages: internal communications to inform, engage, and align employees across all levels of the Department; marketing programs and operations that create awareness and demand for Departmental divisions and services; and media relations to further the Department's mission and respond to the needs of external customers. Reporting directly to the Chief of Staff, this position leads a division responsible for designing and executing integrated communications strategies and marketing outreach efforts for the department.

### Responsibilities

Manages overall leadership and strategic direction for the Communications division including developing and implementing strategic communication plans that have measurable objectives, effective tactics, realistic budgets, and defined timelines.

Develops and maintains collaborative relationships across internal divisions and geographic regions by supporting communications and engagement initiatives that allow the Department to coordinate consistent information to employees and obtain return feedback from them.

Provides editorial review on letters, proposals, public speaking engagements, and other marketing communications from internal divisions to ensure quality, accuracy, and alignment with the Department's vision and culture.

Translates complex policy, management decisions, and technical issues into easy to understand communications, training, and tools for both internal and external customers.

Develops and implements a proactive marketing strategy that dynamically promotes the profile of the Department to the community statewide and supports a vibrant public engagement program, including two-way dialogue with customers using social media outlets and other tools.

Ensures consistent messaging that champions the Department's vision and culture across diverse districts, regions, and divisions within the Department using both traditional and modern modes of communication.

Researches, composes, and produces presentations, speeches, videos, public event materials, and other communications as needed for executive staff and other divisional leaders.

Provides leadership and mentoring to communications staff, including developing a hiring and recruiting plan for the division, mentoring new staff, and managing career paths and professional development of team members.

Works proficiently integrating a multi-dimensional approach to modes of communication, including but not limited to, news releases, website content, special events, emails, phone calls, podcasts, all social media platforms, and other mobile applications.

## Who we are:

The Tennessee Department of Transportation provides citizens of Tennessee and travelers with one of the best transportation systems in the country. TDOT is a multimodal agency with responsibilities in building and maintaining roads, aviation, public transit, waterways, railroads, cycling and walking. Our involvement ranges from airport improvements to funding transit buses to planning for river ports.

The Department of Transportation has close to 4000 employees statewide with regional facilities in Knoxville, Chattanooga, Nashville, and Jackson. TDOT's headquarters is located in downtown Nashville.

## Role of the Communications division:

The Communications Division is responsible for promoting the mission, vision, and goals of the Department by integrating the concerns of our customers into our processes and promoting a clear and consistent message both internally and externally.

The mission of the Division is to provide leadership in developing and implementing strategic plans that integrate all modes of communication to ensure our customers remain informed and that the Department supports strategies to improve safety, increase mobility, and encourage economic development in Tennessee.

For more information on the Communications division please see link below:

<https://www.tn.gov/tdot/community-relations.html>



## TDOT Director of Communications Nashville, TN

### Qualifications

The minimum required knowledge, skills, and abilities to satisfactorily perform the job duties are acquired through graduation from an accredited college or university with a bachelor's degree in communications, public relations, journalism, marketing, or related field, and ten years of related experience with internal corporate and external public communication and marketing strategies, or an equivalent combination of education and experience. At least five years of supervisory experience is required. An *Accredited in Public Relations (APR)* accreditation is preferred. Candidates should have experience with implementing integrated communication strategies that build strong relationships and foster productive feedback from both internal and external stakeholders. Successful candidates will have outstanding written and verbal communication skills, as well as high-level executive and client interaction skills.

### **Application for the Director of Communications requires completion and submission of the following two items:**

1. Letter explaining applicant interest in the position.
2. Résumé that is a maximum of two (2) pages.

The two items should be emailed to [TDOT.Careers@tn.gov](mailto:TDOT.Careers@tn.gov) by Friday, January 11, 2021. For additional information you may also contact Heather Stanford, Assistant Director of Human Resources at (615) 741-3461.