

Who we are:

Transportation is so basic that many of us overlook its overwhelming importance in our daily lives. Practically everything used in our homes, offices, or schools across Tennessee – from furniture to food items to clothing – requires a large and complex transportation network. 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 approximately 3,500 employees with four statewide region facilities in Knoxville, Chattanooga, Nashville, and Jackson.



Publications, Content & Editorial Lead Communications & Legislative Affairs Division External & Internal Communications Section \$90,000 - \$105,000 annually

Job Overview

We are seeking an experienced and visionary Publications, Content & Editorial Lead to join our External and Internal Communications team at TDOT. The ideal candidate will be a strategic thinker with a passion for storytelling and a strong understanding of the ever-evolving media landscape. As the Publications, Content & Editorial Lead, you will play a crucial role in shaping our editorial voice and driving content strategy across multiple platforms.

In this role, you will be responsible for planning, developing, and executing TDOT editorial strategy and vision for both internal and external audiences. This will involve setting the tone, style, and standards of the content, ensuring consistency and quality across all platforms and channels, all while aligning the editorial goals with both TDOT objectives and audience needs. Reporting to the TDOT Assistant Director of External and Internal Communications, this role partners closely with TDOT Human Resources, IT, Operations, Legal, Safety, Construction, Regional teams, and more.

Essential Job Responsibilities

Develop and execute a comprehensive editorial strategy that aligns with TDOT's goals and meets the needs of internal and external audiences and stakeholders. Act as the primary editorial liaison, managing client expectations, reporting on progress, and collaborating with internal and external partners. Develop creative and innovative approaches to advance TDOT's long-term integrated creative and content strategy, incorporating and advising on evolving best practices from within and beyond the transportation industry. Adopt and champion innovative and proactive ideas, including using AI and other tools, that take advantage of the broader communications and media landscape to drive deep and measurable engagement with TDOT's multiple audiences and constituencies, and to advance TDOT's messages and areas of impact through a variety of mediums including TDOT's digital platforms.

Coordinate with TDOT leadership and our Social Media Officer to develop a thought leadership strategy for both social media and industry publications. Contribute to fostering a collaborative and creative work environment. Design and oversee the editorial calendar, ensuring timely and high-quality content delivery. Collaborate with our Director of Communications and Assistant Bureau Chief of Communications and Legislative Affairs, social media manager, graphic designer, web designer, publications, content & editorial manager, graphics designer, videographer, regional communications teams and legislative affairs team to build campaigns together that

are grounded in impactful and authentic brand storytelling. Ensure all written content adheres to the highest editorial standards and reflects our brand values. Take ownership of the editorial strategy for TDOT TV, our internal digital signage system, The Road Ahead, our internal employee newsletter, and Mile Marker, our external newsletter.

Qualifications

- Bachelor's degree in journalism, communications, English or a related field.
- 7+ years of experience in creative and strategic writing roles, preferably in transportation or a transportation-related industry.
- A proven track record of developing and executing impactful campaigns that balance brand-building with organizational objectives.
- Strong editorial judgment and excellent writing and editing abilities.
- An impeccable command of language, storytelling, and the ability to maintain high journalistic or brand standards.
- Proficiency in digital media and content management systems.
- Ability to think strategically and creatively in a fast-paced environment.
- An impressive portfolio that demonstrates your ability to bring visionary ideas to life through storytelling and editorial strategy.

Preferred Experience & Skills

- Possesses a deep understanding of journalistic ethics, accuracy, and storytelling.
- Familiarity with Adobe Creative Suite.
- Familiarity with AP style.
- An understanding of how we can leverage AI as part of our editorial strategy.
- Excellent visual, editorial, and information design sensibility.
- Strong written communication and editing skills.
- Collaborative mindset with strong project management abilities.
- Adaptability and problem-solving in a fast-paced, multi-project environment.

Ideal Candidate

The ideal Publications, Content & Editorial Lead is a strategic thinker with a passion for storytelling and a keen understanding of digital and print media trends. The ideal candidate is a seasoned writer who balances high-level content strategy with meticulous editing. They possess strong project management skills, deep audience engagement expertise, and a data-driven approach to SEO and digital publishing. They are collaborative, adaptable, and capable of maintaining rigorous, high-quality standards in fast-paced environments. They are both creative visionary and tactical operator. The ideal candidate understands the importance of defining and championing a brand's editorial voice, tone, and long-term content strategy.

How to Apply:

Application for this position requires completion and submission of the following items:

1. Letter explaining applicant interest in the position.
2. Résumé that is a maximum of two (2) pages.
3. Personal work sample or portfolio.

The items should be emailed to James.Dillard@tn.gov by Friday, May 1, 2026.