

Missouri Department of Transportation Job Description

Job Title: Outdoor Advertising Specialist

Title Code: R04467

Salary Grade: 9

Exemption Status: Non-Exempt

Supervisory Responsibilities: Lead Worker

District/Division: Central Office – Design

Effective Date: 04-01-2026

Replaces (Effective Date): 08-16-2025

General Summary

The outdoor advertising specialist ensures compliance with the Highway Beautification Act by regulating outdoor advertising and junkyards in accordance with federal and state regulations; and serves as the lead worker for the outdoor advertising team. Responsibilities are performed under general supervision.

Minimum/Required Qualifications

- Bachelor's degree in business administration, economics, finance, public administration, real estate, or related field.
- Four years of professional right-of-way experience, including two years in outdoor advertising.

Special Working Conditions/Job Characteristics

- Job requires regular, overnight, statewide travel.
- Job requires exposure to physical hazards, health and safety risks, and/or adverse or otherwise undesirable characteristics in the environment.
- Job may require operation of vehicles to plow snow and spread ice control materials.
- A postsecondary degree is the best measure to ensure candidates possess required knowledge of effective communication techniques, work organization and scheduling skills, relevant federal and state law, and compliance requirements impacting property owner rights.

Examples of Work

1. Reviews outdoor advertising, junkyard, and vegetation applications in accordance with state and federal regulations.

2. Conducts surveillance and inspects existing signs, junkyards, and vegetation cuttings.
3. Evaluates complex activities regarding outdoor advertising and junkyard programs to ensure compliance with policies.
4. Responds to inquiries from external and internal customers and advises sign owners, property owners, and local government officials concerning outdoors advertising regulations and department guidelines.
5. Drafts new policies and procedures for outdoor advertising and junkyard programs; reviews and updates current policies.
6. Meets with internal and external customers, including outdoor advertising companies, other interested parties, zoning boards, cities, and counties.
7. Maintains and updates billboards/junkyard database; creates and provides monthly reports.
8. Coordinates with Chief Counsel's Office on formal and informal hearings.
9. Conducts public hearings and other formal meetings that pertain to outdoor advertising and junkyard or right of way activities.
10. Conducts quality assurance reviews to ensure compliance and consistency with federal and state regulations.
11. Oversees area work activities throughout the state to ensure continuous coverage and established deadlines are met.
12. Performs lead worker responsibilities, including providing general instruction, assigning and reviewing work, coaching and training, providing guidance and instruction in the proper and most efficient methods of accomplishing tasks, and providing input to the direct supervisor on staffing decisions and performance management.
13. Stays informed on federal/state/local regulations, laws, statutes, ordinances, Commission decisions, and legislation regarding the Highway Beautification Act and updates internal processes and procedures to ensure compliance.
14. Performs other responsibilities as required or assigned.