

State of Michigan
Civil Service Commission
Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code
1. COMSPL2

POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

2. Employee's Name (Last, First, M.I.)	8. Department/Agency TECH, MGMT AND BUDGET - MB
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Communications Specialist-2	10. Division Performance, Audit, and Communications Services
5. Working Title (What the agency calls the position) Communications Specialist	11. Section Communications Office
6. Name and Position Code Description of Direct Supervisor WILBUR, LESLIE L; STATE ADMINISTRATIVE MANAGER-1	12. Unit IT Communications
7. Name and Position Code Description of Second Level Supervisor WOTRUBA, LAURA A; STATE DIVISION ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work Elliot-Larsen Building, 320 S. Walnut St., Lansing / Monday - Friday; 8:00 am to 5:00 pm (hybrid)

14. General Summary of Function/Purpose of Position

This position functions as a Communications Specialist supporting communications efforts across all DTMB IT functions. The position has a particular focus on creating clear messages about IT initiatives, changes, training, and resources and will work with subject matter experts to plan, coordinate, and implement communications projects and activities with internal and external stakeholders. This position advises and assist IT business units with the development of communications strategies, ensuring alignment with DTMB's overall communications strategy.

15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.

List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary:

Percentage: 80

Internal Communication

Oversee and coordinate communication activities for the IT functions of DTMB. Works closely with IT subject matter experts (SMEs) to develop communications pertaining to IT changes across the state workforce.

Individual tasks related to the duty:

- Serve as subject-matter expert on communication best practices, providing guidance and training to IT teams in DTMB.
- Collaborate with stakeholders to meet communication and program goals and align messaging with branding efforts and DTMB strategic planning initiatives.
- Triage incoming communications requests and ensure proper vetting among key stakeholders within the IT divisions.
- Develop, edit and deliver content regarding technical content to stakeholders with varying degrees of technical understanding. Analyze needs and determine appropriate communications strategies to ensure messages reach key IT employees, stakeholders, and customers.
- Work with SMEs to develop written content for various communication channels, including emails, SharePoint sites, newsletter articles, video scripts, and presentations to reach non-technical stakeholders within the State of Michigan workforce.
- Develop strategic communication plans for IT pillars in alignment with DMTB Communications.
- Evaluate metrics and measures for effectiveness of communications plans and recommend changes, as needed.

Duty 2

General Summary:

Percentage: 15

External Communication

Coordinate all external messaging and speaking opportunities for DTMB IT leaders, helping to elevate DTMB's brand among external stakeholders and leaders

Individual tasks related to the duty:

- Research and identify speaking opportunities and awards for DTMB IT leaders and SMEs. Prepare communications and presentation materials for IT-related events, town halls, training sessions, and more.
- Support the development and dissemination of clear messaging during IT-related incidents or crises.
- Work with project leads, IT managers, and others to develop and deliver mass or targeted IT communications via email, web, video, and other delivery systems.
- Monitor media coverage and social conversations related to DTMB IT.
- Assist DTMB public information officer with all IT-related media requests.

Duty 3

General Summary:

Percentage: 5

Support and perform performance management activities and other duties as assigned.

Individual tasks related to the duty:

- Provide strategic communications and/or marketing counsel to senior leaders and managers within assigned business units.
- Attend division meetings and act as liaison and resource for internal and external staff; build professional contracts and networks.
- Other duties as assigned.

16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.

Independent decisions include:

- prioritizing incoming communications requests;
- developing messages that meet customer and business needs while meeting DTMB's style guidelines;
- informing internal customers, coworkers, and supervisor/manager of project status

17. Describe the types of decisions that require the supervisor's review.

Workload priorities when assignments are conflicting, questions related to highly sensitive division/department issues, and any matter where policy or procedure is unclear. Approval of communications to all DTMB employees and contractors or statewide messages to employees, contractors. All public facing content must be approved by supervisor.

18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

- Minimal physical effort is required.
- Hybrid work schedule available:
 - In office Monday and Tuesday
 - Remote Wednesday - Friday

19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

N Complete and sign service ratings.	N Assign work.
N Provide formal written counseling.	N Approve work.
N Approve leave requests.	N Review work.
N Approve time and attendance.	N Provide guidance on work methods.
N Orally reprimand.	N Train employees in the work.

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

Yes

23. What are the essential functions of this position?

The purpose of this position is to develop and manage internal and external communications for IT-related communications from DTMB. This position will have a particular focus on writing and editing non-technical content for highly technical subjects.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

New position

25. What is the function of the work area and how does this position fit into that function?

DTMB Communications provides a wide range of professional communication services designed to help the agency achieve its mission of driving efficiency, connecting customers to services, and delivering solutions that enable government to serve the residents, visitors and businesses Michigan. To help further this mission and expand communications services, the communications specialist will oversee IT related communications impacting the 60,000 employees and contractors serving the State of Michigan.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Possession of a bachelor's degree in English, journalism, communications, broadcasting, telecommunications, advertising, communication arts, marketing, public relations, or a related field.

EXPERIENCE:

Communications Specialist 13 - 15

Four years of professional experience in the communications field equivalent to a Communications Representative, including two years equivalent to a Communications Representative P11 or one year equivalent to a Communications Representative 12.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of:
 - methods of planning, developing, and managing communication programs.
 - correct English usage, spelling, and grammar, including Associated Press writing style.
- Ability to:
 - plan, coordinate, manage, and expedite work projects.
 - communicate with others clearly, succinctly, and professionally, both verbally and in writing.
 - interpret complex terms, processes, rules and regulations for target audiences.

CERTIFICATES, LICENSES, REGISTRATIONS:

None

NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Supervisor

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

Indicate any exceptions or additions to the statements of employee or supervisors.

N/A

I certify that the entries on these pages are accurate and complete.

STACI ERICKSON

2/11/2026

Appointing Authority

Date

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Employee

Date