

**State of Michigan
Civil Service Commission**

Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code

1. STUDASTE

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 ENVIRON, GREAT LAKES & ENERGY
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Student Assistant-E	10. Division Information Management Division
5. Working Title (What the agency calls the position) Digital Communications Student Assistant	11. Section Performance Optimization
6. Name and Position Code Description of Direct Supervisor DICKERSON, CHELSEA; DEPARTMENTAL SPECIALIST-2	12. Unit
7. Name and Position Code Description of Second Level Supervisor PAGRATIS, BRAD E; STATE OFFICE ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work 525 W. Allegan St, Lansing Michigan / M-F - varied schedule

14. General Summary of Function/Purpose of Position

The Digital Communications Student Assistant is responsible for testing and monitoring the new website chatbot tool aimed at enhancing customer service. This position is also responsible for publishing digital communications, such as press releases and events, assisting with routine quality assurance tasks on EGLE's public websites, and other outreach projects as assigned.

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: 45

Track user engagement. Continually test and monitor the public web chatbot to ensure helpful and accurate output for website visitors. Track and monitor trends in user engagement and behavior on the department's public website using Google Analytics.

Individual tasks related to the duty:

- Continuously run routine testing on the web chatbot, recording output and identifying opportunities for improvement on webpages
- Review content for readability for ease of chatbot consumption; identify content requiring exclusion from chatbot
- Conduct routine web maintenance and quality assurance tasks to ensure web content is in pristine condition for chatbot consumption and user engagement
- Coordinate with outreach staff to determine topics of high demand to ensure chatbot is aligned
- Analyze Google Analytics reports to track and report out trends in user engagement and behavior
- Monitor various UTM campaigns and report out on effectiveness

Duty 2

General Summary:

Percentage: 40

Post web content. Publish pre-written communications content, including press releases, MI Environment (blog) articles, and events several times a week on the department's public website in a timely, consistent, and accessible manner using the State of Michigan's Content Management System (CMS), Sitecore.

Individual tasks related to the duty:

- Arrange images in blog posts in an aesthetically pleasing and logical matter, when applicable, keeping in mind all applicable web and brand standards.
- Review upcoming events on the public website calendar to ensure all pertinent information is present.
- Post events including but not limited to council meetings, trainings, conferences, and webinars.
- Make recommendations to content format to increase usability as applicable
- Special web projects to improve user engagement as assigned.

Duty 3

General Summary:

Percentage: 15

Assist with outreach efforts. Draft and schedule routine email marketing bulletins, create and maintain email bulletin templates. Other duties may include assisting with social media outreach, email marketing, publication creation, blog post creation, and other web-based outreach efforts as applicable.

Individual tasks related to the duty:

- Draft and schedule routine email marketing bulletins weekly based on strict criteria
- Special projects as assigned

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

Identifying and tracking errors and inconsistencies in website content
Conducting preliminary chatbot functionality testing

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

Final decision on content and chatbot responses
Website updates and removals

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.

Office setting with majority of duties performed using a computer.

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?

This position supports the implementation and performance of the new website chatbot tool aimed at enhancing customer service. This position is responsible for posting content on the department's public websites. Work is performed under well-defined guidelines and assignments are reviewed while in progress. This position tracks and reports out on user engagement, chatbot performance, and other trends in user behavior. This position works closely with the department's web administrators

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?

The work area provides administrator-level web support for the department and analyzes opportunities for improvement in digital content to increase customer service. This position will assist in a crucial chatbot project that has the potential to more efficiently connect residents with the information and transactions they seek on the EGLE website.

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

EDUCATION:

Current enrollment in high school, vocational or technical school, or post-secondary educational institution.

EXPERIENCE:

Student Assistant A

No specific type or amount is required.

KNOWLEDGE, SKILLS, AND ABILITIES:

Some knowledge or terminology and subject matter in the area of work to be performed. Some knowledge of office equipment or materials used in the work. Ability to use a computer. Ability to follow oral and written instructions. Ability to learn the work of the agency and division. Ability to communicate effectively with others. Ability to maintain favorable public relations.

- Strong analytical and problem-solving skills.
- Familiarity with AI-driven customer service tools
- Proficiency in Microsoft Office Suite
- Experience in website design and content management
- Ability to communicate effectively through written and oral communication skills.
- Ability to undertake research using a variety of sources.

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.

None

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

RYAN STARKWEATHER

7/16/2025

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