

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

Position Code
1. COMNREPE

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 Communications Rep-E	10. Division Information Management Division
5. Working Title (What the agency calls the position) Web and Inside EGLE Analyst	11. Section
6. Name and Position Code Description of Direct Supervisor DICKERSON, CHELSEA; DEPARTMENTAL MANAGER-3	12. Unit Web and Collaboration Tools 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, MI 48933 / Monday – Friday 8:00am to 5:00pm

14. General Summary of Function/Purpose of Position

This position is responsible for researching, writing, and posting content related to internal communications on the department's employee SharePoint site, Inside EGLE. This position keeps a pulse on happenings, activities, and news that would be of interest to all EGLE staff and works to effectively share that information through Inside EGLE. This position is also part of the overall central web team. In that role, the position is responsible for posting and editing content to the department's public website using the State of Michigan's Content Management System. This position works closely with the central web team, web liaisons, and the Executive Office communications team.

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: 55

Manage the content on the department's internal communications site, Inside EGLE, by writing, creating, and posting content to highlight topics of employee interest. Assist SharePoint administrators in the technical management of the site.

Individual tasks related to the duty:

- Research and write content highlighting staff accomplishments, recognition, and other human-interest stories throughout the department.
- Develop communications to staff around executive-level topics, including state budget development, state legislation development, and other administrative updates.
- Proofread, edit, and incorporate written copy into the website.
- Design and send the monthly Inside EGLE spotlight newsletter.
- Monitor, analyze, and report out on user behavior and trends of Inside EGLE using SharePoint analytics and Google Analytics.
- Post digital content to Inside EGLE website in an aesthetically appealing manner while taking user experience into account.
- Ensure content aligns with the department's Mission, Vision, & Values; coordinate with Executive Office Communications Team if applicable.
- Find, edit, and create images as needed to appropriately emphasize digital content.

Duty 2

General Summary:

Percentage: 40

Assist the department's web administrator with providing the efficient and effective use of the public website and other digital communication tools.

Individual tasks related to the duty:

- Maintain the website and ensure information is accurate, timely, and relevant.
- Ensure digital content meets editorial policies, copyright, data protection, and best practices.
- Coordinate with department staff to understand business needs.
- Produce and edit content in interesting and appealing manners.
- Research, find and edit images and artwork and implement processes to support effective storing of images.
- Work with department staff to ensure consistent content, style, and presentation for the website and other digital communication.
- Proofread, edit, and incorporate written copy into the website.
- Utilize Google Analytics to evaluate impact of content; develop reports as requested; provide analytical insight regarding digital experience for users and make recommendations to staff.

Duty 3

General Summary:

Percentage: 5

Perform other duties as assigned.

Individual tasks related to the duty:

- Complete special projects.
- Complete 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.

Prioritizing daily work assignments and determining whether quality standards are met, including knowledge of text, visuals, and marketing concepts to support the goals of the department.

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

Resolving priority related issues, including internet, SharePoint, and other projects with specific deadlines. Final decisions regarding overall format and structure of digital media tools.

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.

This position primarily works in a typical office environment.

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 is responsible for researching, writing, and posting content related to internal communications on the department's internal employee SharePoint site, Inside EGLE. This position is also responsible for posting and editing content to the department's public website using the State of Michigan's Content Management System. This position works closely with the department's team of web administrators and web technician.

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?

This position is responsible for creating and posting digital content to the department's websites, SharePoint sites, and other digital communication tools. This position serves as a liaison with the divisions regarding digital content. This position works closely with the department's web administrator and web technician.

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 Representative 9
No specific type or amount is required.

Communications Representative 10

One year of professional experience in preparing and disseminating informational and promotional materials equivalent to a Communications Representative 9.

Communications Representative P11

Two years of professional experience in preparing and disseminating informational and promotional materials equivalent to a Communications Representative, including one year equivalent to a Communications Representative 10.

Alternate Education and Experience

Communications Representative 9

Possession of a bachelor's degree in any major with two years of experience equivalent to a Communications Representative may be substituted for the education requirement.

OR

Completion of 60 semester (90 term) credits including 16 semester (24 term) credits in any combination of coursework in the following areas: English, journalism, communications, broadcasting, telecommunications, advertising, communication arts, marketing, or public relations, AND two years of experience equivalent to a Communications Representative may be substituted for the education requirement.

OR

Educational level typically acquired through completion of high school and four years of experience equivalent to a Communications Representative may be substituted for the education requirement.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong organization skills and ability to multi-task.
- Excellent written and oral communication skills.
- Ability to undertake research using a variety of sources.
- Ability to work under tight timelines and adapt to changing needs.
- Ability to simplify complex materials and present in creative formats.
- Ability to work as part of a team.
- Ability to focus on detail.
- Knowledge and ability to design and maintain webpages.

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

1/26/2026

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