

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 LICENSING AND REGULATORY AFF
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Communications Rep Mgr-3	10. Division Office of Communications
5. Working Title (What the agency calls the position) Communications Manager	11. Section
6. Name and Position Code Description of Direct Supervisor OSBORN, ANASTASHA M; STATE OFFICE ADMINISTRATOR	12. Unit
7. Name and Position Code Description of Second Level Supervisor PENDLETON, COURTNEY C; CHIEF DEPUTY DIRECTOR	13. Work Location (City and Address)/Hours of Work 611 W. Ottawa, Lansing / M-F, 8 to 5

14. General Summary of Function/Purpose of Position

This position serves as the first-line manager in a complex work area in the Office of Communications. This position administers communications efforts for the department. The work area receives direction from the Executive office, Governor's office and Type 1 agencies. This position oversees staff activities and serves in a role with decision-making and supervisory responsibilities, establishes program objectives, goals, and priorities while determining policies and implementation methods in coordination with the Communications Director. This manager plans, budgets, and develops the production and implementation of communication efforts for LARA in coordination with the Communications Director. This position works closely with the Communications Director, LARA Leadership, and department staff. in order to accurately and timely convey department communications. This position oversees the functions of key communications staff, including performance evaluations, selection of and assigning work consistent with EEO procedures and policies, Civil Service rules and regulations and department policies.

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: 40

This position plans, organizes, directs, and oversees the work activities of Communications team members to advance the mission and strategic goals of the department.

Individual tasks related to the duty:

- Coordinates and communicates directly with the Communications Director.
- Formulates strategic goals for the Office consistent with LARA's priorities.
- Manages the day-to-day operations.
- Organizes and coordinates work by scheduling assignments and facilitating cooperation with other bureaus/agencies.
- Selects and assigns staff, ensuring employment opportunities in hiring and promotions, identifies staff development needs and ensures that training is obtained; ensures that proper labor relations (when applicable) and conditions of employment are met.

Duty 2

General Summary:

Percentage: 30

This position facilitates communications and aids the Communications Director, LARA Director's Office, LARA Leadership, bureaus/agencies, and the Governor's Office as needed.

Individual tasks related to the duty:

- Responsible for making critical supervisory decisions.
- Respond to internal/external crisis issues.
- Represent the Communications Director at internal/external meetings.
- Provide leadership by authorizing approval for release of information to the public, other departments, etc.
- Create and/or supervise and approve the creation of briefing materials for Governor's Office/Director's Office on key issues/programs.
- Serve as an advisor to LARA staff on public relations activities.
- Assist with proactive outreach efforts. Plans and conducts public relations programs to disseminate informational, educational, and promotional materials concerning activities of the Department.

Duty 3

General Summary:

Percentage: 30

This position utilizes public and government relations expertise to prepare communication materials on complex issues and initiatives; and provides administrative direction and reports for the overall functions of the Office of Communications.

Individual tasks related to the duty:

- In collaboration with the Communications Director, formulate current and long-range programs, plans and policies for Communications, Media, and Public Relations.
- Establish mutually agreed performance objectives designed to promote individual contributions and achieve strategic goals.
- Assist the Communications Director in developing budget recommendations for capital outlay, including personnel services, equipment and materials.
- Maintain records, prepare reports and write correspondence relative to the activities of the Office of Communications.
- Oversee and assist staff with presentations, speeches and talking points.
- Prepare communication updates on behalf of the LARA Director, LARA Deputies, and the Communications Director.
- Ensure LARA internet/intranet is current and easy to use for stakeholders, social media is updated, informational and is engaging for constituents.
- Coordinate LARA special events and media opportunities.
- Prepare and implement proactive strategic communications plans.
- 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.

Decisions are routinely made regarding communication efforts which affect the goals of the department.

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

Publication or production content which may be sensitive, controversial or involve a legal issue will require supervisory review. Supervisory review is also required when conflicts in priorities arise. The Communications Director will supervise and review all strategies, goals, and objectives as set forth for the team.

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.

Physical effort is conducive to an office setting; some travel.

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.

NAME	CLASS TITLE	NAME	CLASS TITLE
VACANT	COMMUNICATIONS REP-E	FITZGERALD, EMILY	COMMUNICATIONS REP-E P11
SHANE, PAYTON A	GRAPHIC DESIGNER-E 10		

Additional Subordinates

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

- | | | | |
|-------------------------------------|------------------------------------|-------------------------------------|-----------------------------------|
| <input checked="" type="checkbox"/> | Complete and sign service ratings. | <input checked="" type="checkbox"/> | Assign work. |
| <input checked="" type="checkbox"/> | Provide formal written counseling. | <input checked="" type="checkbox"/> | Approve work. |
| <input checked="" type="checkbox"/> | Approve leave requests. | <input checked="" type="checkbox"/> | Review work. |
| <input checked="" type="checkbox"/> | Approve time and attendance. | <input checked="" type="checkbox"/> | Provide guidance on work methods. |
| <input checked="" type="checkbox"/> | Orally reprimand. | <input checked="" type="checkbox"/> | 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?

See box #14.

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

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

The Office of Communications provides the department with multi-media, technology, and the latest communications solutions to inform and educate the public, customers, stakeholders, other State Agencies, and LARA's internal team. This position provides supervision over Communication Reps and Graphic Design Artist that will produce communications and multi-media.

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 Manager 13 - 15

Four years of professional experience in preparing and disseminating informational and promotional materials, including two years equivalent to a Promotional Agent P11 or Communications Representative P11, or one year equivalent to a Promotional Agent 12 or Communications Representative 12.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Thorough knowledge of public relations and promotional methods and techniques.
- Thorough knowledge of the preparation and use of all types of informational media including digital/social media, newspaper, television, and radio publicity programs.
- Thorough knowledge of pertinent departmental programs.
- Some knowledge of training and supervisory techniques.
- Some knowledge of employee policies and procedures.
- Some knowledge of equal employment practices.
- Ability to instruct, direct, and evaluate employees.
- Ability to analyze and appraise facts and precedents in making management decisions.
- Ability to prepare and distribute such media devices as news releases, photographs, and fact sheets.

Ability to communicate effectively with others verbally and in writing.

CERTIFICATES, LICENSES, REGISTRATIONS:

NA

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.

NA

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

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