

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

Position Code
1. COMSPL2A30N

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.) VACANT	8. Department/Agency DNR-NATURAL RESOURCES
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description COMMUNICATIONS SPECIALIST-2	10. Division Executive Division
5. Working Title (What the agency calls the position) Communications Specialist 13	11. Section Public Information Office
6. Name and Position Code Description of Direct Supervisor LAPSHAN, SARAH A; STATE ADMINISTRATIVE MANAGER-1	12. Unit
7. Name and Position Code Description of Second Level Supervisor GOLDER, MICHAEL E; STATE OFFICE ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work Lansing, Traverse City, Gaylord or Cadillac CSC 8:00-5:00, M-F

14. General Summary of Function/Purpose of Position

This position functions as a specialist with responsibility for highly complex and specialized communication and media duties and assignments. Responsible for planning and coordinating the training of staff whose duties involved regular interaction with the media. Acts as resource for staff. Responsible for strategic planning, assessment and oversight for annual report. Develop relationships with the media to convey the communication that the Department desires. Handles strategic communications and messaging for issues and matters in the Lower Peninsula.

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: 70

Act as the Department's media specialist for the Lower Peninsula.

Individual tasks related to the duty:

- Strategic planning, including developing goals and making plans for implementation and recommendation.
- Develop guidelines.
- Develop messaging and communications, both internally and externally.
- Prepare and distribute communications.
- Maintain records and prepare reports and correspondence related to work.
- Write columns and other content for use in the media.
- Act as a liaison with other agencies, organizations, employees, the public, etc.
- Research and analysis to develop communication strategies that best fit the needs of the Lower Peninsula areas and issues that surround the areas.
- Identify communication needs in the Lower Peninsula and create communications and connect initiatives through communications.
- Respond to media inquiries, keep current on media featuring identified initiatives in the Lower Peninsula. Keep inventory of media.

Duty 2

General Summary:

Percentage: 30

Support the work of the Public Information Office as needed, including acting as liaison with the Governor's communications staff when directed.

Individual tasks related to the duty:

- Serve as the primary contact for media in the Lower Peninsula.
- Prepare and distribute news releases, photographs, fact sheets, etc. to media representatives and interested parties.
- Maintain records and prepare reports and correspondence related to work.
- Act as a liaison with other agencies, organizations, staff, etc.
- Develop goals, and make plans for implementation and recommendation.
- Manage department media events in the Lower Peninsula, working with partners and media outlets.

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

Decisions which can be made independently include those based on existing policy or precedent or which are not of a sensitive or controversial nature.

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

Sensitive or controversial issues, or situations not covered by existing policies or guidelines which could set a precedent. Expenditure of funds.

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 is in an office setting and requires extensive time utilizing a computer and sitting for extended periods of time. This position cannot be confined to a regular schedule. The possibility of handling emergency communications is ever-present. Some travel is required.

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):

<input type="checkbox"/> N	Complete and sign service ratings.	<input type="checkbox"/> N	Assign work.
<input type="checkbox"/> N	Provide formal written counseling.	<input type="checkbox"/> N	Approve work.
<input type="checkbox"/> N	Approve leave requests.	<input type="checkbox"/> N	Review work.
<input type="checkbox"/> N	Approve time and attendance.	<input type="checkbox"/> N	Provide guidance on work methods.
<input type="checkbox"/> N	Orally reprimand.	<input type="checkbox"/> 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 functions as a specialist with responsibility for highly complex and specialized communication and media duties and assignments. Responsible for planning and coordinating the training of staff whose duties involved regular interaction with the media. Acts as resource for staff. Responsible for strategic planning, assessment and oversight for annual report. Develop relationships with the media to convey the communication that the Department desires. Handles strategic communications and messaging for issues and matters in the Lower Peninsula.

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

The revised duties and responsibilities reflect a shift to geographic coverage for the Public Information Office, with one specialist focused on the Upper Peninsula and another specialist focused on the Lower Peninsula. These concentrations will allow each specialist to develop and maintain regional expertise, along with staff and media relationships in those regions, to craft more informed and coordinated communications, and to better serve the public.

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

The Public Information Office is part of the Executive Division. The office is responsible for releasing information to the press, the general public, internal staff, the Governor's Office, and other agencies through the issuance of news releases, informational bulletins, news conferences, radio and television interviews, etc.

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:

Excellent communication skills.

Ability to manage multiple projects simultaneously.

Proficiency with technology.

Strong ability to work as a team with colleagues across all levels of the organization and with outside partners.

Knowledge of the preparation and use of all types of informational media; including digital/social media, newspaper, television, radio and video publicity programs.

Knowledge of methods of planning, developing, and administering programs

Ability to work under deadline pressures.

CERTIFICATES, LICENSES, REGISTRATIONS:

N/A

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.

LAUREN FELDPAUSCH

11/18/2025

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