

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

Position Code 1. COMNREPEB43N

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) Office of Communications
4. Civil Service Position Code Description COMMUNICATIONS REP-E	10. Division
5. Working Title (What the agency calls the position) Communications Representative	11. Section
6. Name and Position Code Description of Direct Supervisor FITZGERALD, EMILY; COMMUNICATIONS REP MGR-3	12. Unit
7. Name and Position Code Description of Second Level Supervisor OSBORN, ANASTASHA M; STATE OFFICE ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work 611 W Ottawa St.; Lansing, MI 48915 / Mon - Fri 8:00am - 5:00pm

14. General Summary of Function/Purpose of Position

This position performs generalist duties as it pertains to public relations, social media and digital media activities in support of the Office of Communications within the Department of Licensing and Regulatory Affairs (LARA). This position creates editorial and visual content for internal and external use, social media posts, and provide research and draft responses supporting Public Information Officer (PIO) requests. The position collaborates with Office of Communications colleagues and designated agency/bureau staff to develop, write and disseminate messages. Under the direction of the Communications Manager, the position assesses public attitudes and review the suitability of department editorial and social media content. The position maintains records, prepare reports and correspondence, and perform other duties 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

This position prepares and distributes internal and external communications working with bureaus and agencies, disseminate notices to licensees and communications of actions.

Individual tasks related to the duty:

- Prepare and distribute media advisories, media releases, photographs, fact sheets and other information to media outlets, staff, and other interested parties.
- Prepare and disseminate monthly documents for LARA Executive Office engagement with Agencies/Bureaus (e.g. internal monthly newsletter, monthly note from the director, podcast content and documentation).
- Compile and disseminate employee communications.
- Assist Agencies/Bureaus as needed with stakeholder communications including bureau specific communications.
- Gather information to respond to media inquiries.
- Distribute department information using GovDelivery.

Duty 2

General Summary:

Percentage: 25

This position is responsible for planning, developing, monitoring and reporting LARA's social media activity across all platforms.

Individual tasks related to the duty:

- Create and maintain a social media editorial calendar with flexibility to engage on relevant issues as the opportunity presents.
- Work closely with the LARA Graphic Arts Designer to develop attractive, relevant graphics for social media channels.
- Develop ideas for, create, and edit video content for social media.
- Work with LARA Bureaus and Agencies to identify opportunities for social media content development and storytelling.
- Identify and document best practices, including adhering to best practices and State of Michigan guidelines, when posting to LARA's social media, internal and external websites.
- Create and disseminate timely social media posts across all platforms.
- Tag stakeholders in social media posts appropriately.
- Work with LARA Bureaus and Agencies to respond to questions and comments on social media, escalating to managers within the Office of Communications when appropriate.
- Monitor social media for mentions of LARA, LARA leadership and bureau/agency actions.

Duty 3

General Summary:

Percentage: 20

Create and provide basic video support for LARA Communications.

Individual tasks related to the duty:

- Develop ideas for, create and edit short videos for internal and external communications.

Duty 4

General Summary:

Percentage: 10

Other duties as assigned.

Individual tasks related to the duty:

- Respond to unanticipated announcements, events and circumstances requiring attention.
- Assist with management and execution of Office of Communications projects, activities, and events as needed.

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

Decisions made independently include: suggested content development ideas for internal and external communications, routine public relations strategies and responses to communications issues, and suggested prioritization related to project management.

These decisions may potentially impact the Office of Communications and broader LARA staff.

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

Decisions that require a supervisor's review include: final choices regarding content development for internal and external

communications, public relations and communications responses to politically sensitive or complex issues, responses to media inquiries, and any materials developed for use by LARA department, bureau, or agency leadership. Supervisory review is also required when conflicts in priorities arise. Decisions on crisis media strategy and crisis media communications that could impact any or all of the department's programs or operations, state, or a region of the state also require supervisory review.

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 takes place in a traditional office environment or home office. Travel to events including press conferences, presentations, and special meetings may be required. Must be able to lift at least 10 lbs. of communications equipment including cameras, microphones, tripods, and other staging materials. Must be able to withstand at least 2 consecutive hours of standing and walking in order to record, photograph, or otherwise participate in events. Typical time constraints may apply. Work may involve hours extended beyond the traditional 8:00 a.m. – 5:00 p.m. schedule based on event needs.

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):

- | | |
|---|--|
| ☐ Complete and sign service ratings. | ☐ Assign work. |
| ☐ Provide formal written counseling. | ☐ Approve work. |
| ☐ Approve leave requests. | ☐ Review work. |
| ☐ Approve time and attendance. | ☐ Provide guidance on work methods. |
| ☐ Orally reprimand. | ☐ 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 essential functions of this position include: Generalist duties as they pertain to public relations, social media, content development, and project management in support of the Office of Communications within LARA. Develop ideas for, write, and create visual media (videos, graphics) for internal and external communications including newsletters, social media posts, website pages, emails, talking points, brochures, flyers, posters, and other communications materials. Work alongside other Office of Communications staff to further departmental objectives, goals, and projects. Collaborate with agency and bureau staff to develop, write, and create visuals that help disseminate key messages. Assess public attitudes, responses, and comments on content. Maintain records, prepare reports and correspondence, and perform other duties as assigned.

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 supports the operations of LARA; articulates licensing and regulatory functions to licensees, stakeholders and legislative and executive officials; and promotes the initiatives and accomplishments of the Department's Type-1 Agencies and Bureaus. This position plays a key role is formulating quality communications and balancing staff work load to ensure Office of Communications success and wellbeing.

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:

Excellent grammar, proofreading and writing skills. Knowledge of social media platforms and best practices. Clear, concise and conversational writing style. Ability to communicate and engage with others, including skills presenting concepts or positions in a clear and logical manner for audiences of all levels. Demonstrated graphic design and video recording and editing ability on one or more platforms. Ability to develop and maintain favorable relationships with members of the media, an understanding of their business models and deadlines, and the ability to develop stories that are mutually beneficial to the department and the outlet. Understanding of AP style and ADA guidelines. Able to adapt to rapidly changing situations. Strong judgment.

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.

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