

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 LICENSING AND REGULATORY AFF
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission) Public Service Commision
4. Civil Service Position Code Description Communications Rep-E	10. Division Strategic Operations
5. Working Title (What the agency calls the position) Digital & Social Media Analyst	11. Section Communications
6. Name and Position Code Description of Direct Supervisor TAYLOR, ANDREA V; STATE ADMINISTRATIVE MANAGER-1	12. Unit
7. Name and Position Code Description of Second Level Supervisor COLE, CATHERINE E; STATE DIVISION ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work 7109 W. Saginaw Hwy, Lansing, MI 48917 Remote work available / 8 am – 5 pm, M-F
14. General Summary of Function/Purpose of Position This position coordinates social media and digital communications efforts for the MPSC. Prepare, review and distribute digital and social media posts, Commission orders, and rate case documents for release to the public, such as media representatives or ratepayers. Consolidate information and prepare reports and summaries to be released to the general public. Analyze digital and social media activities and engagement to improve digital outreach efforts and assess public attitudes toward the department and its programs to develop programs to promote favorable attitudes. Propose, develop, and prepare material to be utilized for both internal and external communications including website and social media materials, presentations, fact sheets, issue briefs, consumer tips, talking points, and reports. Analyze and maintain the digital content on the agency's public-facing website, and recommends solutions to maintain accurate, up-to-date, digital materials.	

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: 60

Reviews and analyzes for suitability and summarizes before release to the general public for upcoming and existing regulatory cases and issues, assesses potential impacts on stakeholders, and develop strategic communications for social media and digital platforms.

Individual tasks related to the duty:

- Conduct research and analysis for suitability, draft reports, and manage correspondence related to the MPSC website and social media channels, which involve discussions with media representatives, ratepayers, and other interested parties.
- Prepare, schedule, and publish public facing communication such as social media posts that convey decisions to the general public, media, and stakeholders.
- Plans and conducts public relations/communications programs to disseminate informational, educational, and promotional materials concerning the activities and programs of the MPSC.
- Analyze audience engagement trends to determine public attitudes toward the MPSC and determine optimal timing for message dissemination.
- Track and maintain audience engagement metrics and recommend solutions to address public attitudes toward the MPSC.
- Coordinate and contribute to the strategic direction and production of the MPSC's publicly available *Behind the Meter* podcast.
- Analyze impacts on stakeholder groups and prepare formal and informal communications to disseminate information about MPSC decisions and programs to the public. Communicate emerging issues to the Commission.
- Develop and maintain accurate, up-to-date information on the MPSC website that reflects the Commission's strategic priorities and programs while ensuring compliance with State of Michigan accessibility standards.
- Analyze impacts on stakeholder groups and prepare formal and informal communications to disseminate information about MPSC decisions and programs to the public. Additionally, communicate emerging issues (such as media reports, social media comments/posts, etc.) to the Commission.
- Evaluate organizational and operational needs and recommend solutions to enhance communication effectiveness.
- Ensure public communication and communication strategies adhere to departmental rules, procedures, and protocols.

Duty 2

General Summary:

Percentage: 20

Review, analyze, maintain and implement the MPSC's communication plan.

Individual tasks related to the duty:

- Work with communications staff to review and update the communications plan to align with the MPSC strategic objectives.
- Work with communications staff to develop and implement branding standards and style guidelines for the MPSC.
- Develop and recommend alternative state and departmental strategies to address and resolve a variety of issues and problems.
- Review MPSC communications processes looking for communications protocols to effectively disseminate key messages incorporating intuitive methods of two-way communications with stakeholders and the public.
- Assist in implementing the Commission's communications plan, including developing tailored strategies to reach key audiences and creating key messages and informational materials.

Duty 3

General Summary:

Percentage: 10

Keep abreast of changes in the telecommunications and energy industries, new developments in utility regulation nationwide, and events that impact Commission regulated telecommunications and energy companies.

Individual tasks related to the duty:

- Read industry publications.
- Attend utility presentations at company premises or at the Commission's offices and provide synopses to MPSC leadership.
- Attend presentations related to the MPSC, rate making, utility regulation, and related topics.

Duty 4

General Summary:

Percentage: 10

Other duties as assigned.

Individual tasks related to the duty:

- Create spreadsheets for special analyses.
- Draft/prepare reports as required.
- Create graphics, flowcharts and tables.

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

Employee performs most responsibilities independently at the direction of the Communications manager, Strategic Operations Director, or Commission Office staff.

Affected parties: MPSC, Chairman, Commissioners, MPSC staff, and utility customers.

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

Decisions affecting major MPSC programs, budgetary or precedent-setting impact.

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.

The work environment is an office setting with extensive use of personal computer and telephone. Some overnight travel may be 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"/> Complete and sign service ratings. | <input type="checkbox"/> Assign work. |
| <input type="checkbox"/> Provide formal written counseling. | <input type="checkbox"/> Approve work. |
| <input type="checkbox"/> Approve leave requests. | <input type="checkbox"/> Review work. |
| <input type="checkbox"/> Approve time and attendance. | <input type="checkbox"/> Provide guidance on work methods. |
| <input type="checkbox"/> Orally reprimand. | <input 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?

Prepares, reviews and distributes digital and social media posts, Commission orders, and rate case documents for release to the public, such as media representatives or ratepayers. Consolidates information and prepare reports and summaries to be released to the general public.

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 Commission Office consists of the Chair, two Commissioners at the MPSC, and support staff. The Commission is responsible for all policy and legal decisions that come before the MPSC. Incumbent should be well versed in MPSC programs and responsibilities. The position reports to the Communications manager and works with other communications staff, including the Public Information Officer (PIO) to develop communications strategies and develop communication materials for public audiences.

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 communication skills, both written and oral. Strong organizational skills. Knowledge of computer based statistical applications, graphic design software, research methods, and ability to analyze data and conclusions of other parties. Ability to formulate procedures and to analyze and appraise issues in order to make effective recommendations. Good public relations skills. Good computer skills, including ability to use Microsoft Word, Excel, Microsoft Teams and ability to learn other software as needed.

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.

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