

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 TECH, MGMT AND BUDGET - MB
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description COMMUNICATIONS REP-E	10. Division Performance, Audit, and Communications Services
5. Working Title (What the agency calls the position) Communications Representative	11. Section Communications Office
6. Name and Position Code Description of Direct Supervisor WILBUR, LESLIE L; STATE ADMINISTRATIVE MANAGER-1	12. Unit IT Communications
7. Name and Position Code Description of Second Level Supervisor WOTRUBA, LAURA A; STATE DIVISION ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work 320 S. Walnut Street, Lansing, MI / 8:00 a.m. – 5:00 p.m.; Monday-Friday; Hybrid

14. General Summary of Function/Purpose of Position

This position is a member of the Michigan Department of Technology, Management & Budget Communications team and provides communications support for the Office of the Chief Technology Officer (OCTO). The position coordinates and implements IT-specific communications, with a particular focus on writing and editing nontechnical content on technical subjects. The position will work with IT subject-matter experts, leaders, and project managers within OCTO to research and write for various mediums, including email, intranet sites, presentations, educational resources, video/tutorial scripts, etc.

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: 75

Assist and coordinate communication activities for the Office of Technology Officer within DTMB. Works closely with IT subject matter experts (SMEs) to develop communications pertaining to IT changes across the state workforce.

Individual tasks related to the duty:

- Work with IT SMEs to develop written content and communications plans for various communication initiatives, including emails, SharePoint sites, articles, video scripts, and presentations to reach non-technical stakeholders.
- Edit communications to help ensure nontechnical audiences understand technical content.
- Provide communications counsel and support to IT-specific project teams.
- Work with OCTO leadership and communication liaisons to develop written content for OCTO staff.
- Develop and identify methods for disseminating internal and external messages and information to Office of the Chief Technology Officer staff, other DTMB IT divisions and employees, external customers, and other stakeholders.
- Conceptualize, write, review, approve, and solicit content for OCTO intranet site.

Duty 2

General Summary:

Percentage: 20

Develop, edit, and deliver internal communications that support the strategic goals of the organization.

Individual tasks related to the duty:

- Support the message and information review process as delivered by the DTMB Communications Office.
- Ensure consistent tone and messages across all communication channels.
- Deliver and publish content according to DTMB communication strategy and plans. Coordinate with division and department leadership on developing/producing messaging.
- Review division materials to ensure content from OCTO programs and services reflect appropriate DTMB brand standards and style and are concise, consistent, and factual.
- Align communication deliverables with DTMB style and quality standards, including the application of Associated Press (AP) style guidelines to written communications.

Duty 3

General Summary:

Percentage: 5

Support and perform communications activities and other duties as assigned.

Individual tasks related to the duty:

- Provide strategic communications and/or marketing counsel to senior leaders and managers within assigned business units.
- Attend project meetings and act as liaison between project team and DTMB Communications; build professional contacts and networks.
- 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.

- Set work priorities to accomplish duties.
- Assess and evaluate customer needs; determine message, market, and appropriate media to provide timely, cost-effective, and quality customer service and information.
- Work with business subject matter experts to develop messages that meet customer needs, business needs, and protect integrity of OCTO systems and software.
- Inform internal customers, coworkers, and supervisor/manager of project status, as appropriate.

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

Workload priorities when assignments are conflicting, questions related to highly sensitive division/department issues, and any matter where policy or procedure is unclear. Approval of communications to all DTMB employees and contractors or statewide messages to employees, contractors. All public facing content must be approved by supervisor.

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.

Normal 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):

- | | |
|---|--|
| <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?

The purpose of this position is to develop and maintain internal and external communications for the Office of the Chief Technology Officer (OCTO). This position has a particular focus on writing and editing non-technical content regarding technical subjects.

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

Since the position was last reviewed, the position has changed reporting structures and now reports to DTMB Communications versus OCTO.

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

DTMB Communications provides a wide range of professional communication services designed to help the agency achieve its mission of driving efficiency, connecting customers to services, and delivering solutions that enable government to serve the residents, visitors and businesses Michigan. To help further this mission and expand communications services, the communications specialist will oversee IT related communications impacting the 60,000 employees and contractors serving the State of Michigan.

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, 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 professional experience in preparing and disseminating informational and promotional materials may be substituted for the education requirement.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of:
 - methods of planning, developing, and managing communication programs.
 - correct English usage, spelling, and grammar, including Associated Press writing style.
- Ability to:
 - coordinate and expedite work projects.
 - communicate with others clearly, succinctly, and professionally, both verbally and in writing.
 - interpret complex and technical terms, processes, rules, and regulations for target audiences.

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.

STACI ERICKSON _____ 5/28/2026 _____

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