

## 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.

<b>2. Employee's Name (Last, First, M.I.)</b>	<b>8. Department/Agency</b> TREASURY CENTRAL PAYROLL
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b> Office of Communications
<b>4. Civil Service Position Code Description</b> DEPARTMENTAL ANALYST-E	<b>10. Division</b>
<b>5. Working Title (What the agency calls the position)</b> Outreach Communications Departmental Analyst	<b>11. Section</b> Content Creation and Outreach Section
<b>6. Name and Position Code Description of Direct Supervisor</b> RUSNELL, SARAH K; DEPARTMENTAL MANAGER-3	<b>12. Unit</b> Outreach
<b>7. Name and Position Code Description of Second Level Supervisor</b> LEIX, RONALD E; STATE ADMINISTRATIVE MANAGER-1	<b>13. Work Location (City and Address)/Hours of Work</b> 430 W. Allegan, Lansing, MI / Monday-Friday 8:00am-5:00pm

**14. General Summary of Function/Purpose of Position**

This position is responsible for the coordination, production, and presentation of education and information efforts on Michigan Department of Treasury services, providing stakeholders through Michigan and beyond with accessible knowledge, resources, and feedback opportunities. This position will be responsible for ensuring that Outreach materials are clear, concise, consistent, and effective for varied audiences and event environments. This position plays a critical role in conducting research to ensure the information presented at Treasury events is accurate and complete. Additionally, this position will collect, track, consolidate, analyze, and evaluate data for customer satisfaction and other Treasury initiative metrics.

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: 35**

Position is responsible for conducting educational and informational efforts related to programs administered by the Michigan Department of Treasury. Education and information efforts may include Treasury-hosted events (in-person, virtual, or hybrid), stakeholder presentations, trainings in conjunction with other state agencies, and other public representation and educational initiatives of the department or its stakeholders. Responsibilities include preparation, participation, and presentation of materials on a wide array of topics through a variety of in-person and virtual mediums.

**Individual tasks related to the duty:**

- Attend virtual Treasury seminars in a support role by setting up virtual appointments using various media, moderate the virtual presentation, track questions and answers, present and produce virtual materials.
- Attend in-person Treasury seminars in a support role by scheduling and securing event venues, ensure speaking notes and handouts are available, set up physical space and ensure any electronic tools are functioning properly.
- Present on various Treasury topics with a senior representative at Outreach seminars.
- Represent Treasury and the Outreach Unit at various seminars and outreach functions by sharing positive and information through discussions and answering questions.
- Identify and analyze new Outreach branches and services.
- Identify and assist with necessary stakeholder follow-up from contact at Outreach events.
- Using project management best practices to plan, initiate, execute and close out work.

**Duty 2**

**General Summary:**

**Percentage: 25**

Position is responsible for ensuring Treasury and Outreach Unit communications (to internal and external stakeholders) are clear, concise, consistent, and effective. Communications include, but may not be limited to, educational materials, press releases, web content, electronic communication, presentations, and Treasury forms/messages. Responsibilities include development, construction, and peer review of communications related to Outreach work and initiatives.

**Individual tasks related to the duty:**

- Assist with the development, construction, production, and peer review of internal and external Outreach communication plans and products on a wide variety of topics.
- Identify ways to develop and foster working relationships with internal stakeholders (including, but not limited to, business areas supported by Outreach and executive communications) and external stakeholders (including, but not limited to, taxpayer populations, local government agencies, and other government agencies).
- Identify and track updates needed for Treasury policies, procedures, guidance, forms, and web content related to Outreach initiatives.
- Maintain feedback mechanisms for Outreach initiatives. Identify internal change measures based on stakeholder feedback.
- Compile and prepare metrics on Outreach initiatives.

**Duty 3**

**General Summary:**

**Percentage: 20**

Position is responsible for conducting research, including but not limited to, interpreting Treasury policies and procedures as well as statutes and other legal resources (to achieve a comprehensive understanding of Outreach initiative subjects) and collaborating with internal and external stakeholders to learn best practices. Responsibilities include reporting out on research findings and taking initiative to improve Outreach projects/program.

**Individual tasks related to the duty:**

- Research and collaborate with subject matter experts and other internal staff on stakeholder topics to fully understand state and federal law, department rules, department policies and procedures, among other guidance documentation.
- Research routine internal and external stakeholder questions and draft responses.
- Research novel ways to reach and survey stakeholder populations (including marketing methods).

**Duty 4****General Summary:****Percentage: 15**

Position is responsible for ensuring Outreach educational materials, devices, and presentations, are clear, concise, consistent, and effective by applying inclusive measures and communication principles, including digital accessibility, American Disability Act (ADA), and plain language requirements. Responsibilities include producing, evaluating, and adjusting educational materials related to Outreach work and initiatives.

**Individual tasks related to the duty:**

- Identify stakeholder needs; Assist with systematic assessment and review of Outreach materials and content. Identify updates.
- Advanced Beginner/Intermediate experience with word processing, presentation, spreadsheet, webinar, and illustration/design programs.
- Assist with the development, construction, production, and peer review of educational Outreach materials on a wide variety of topics.
- Investigate novel ways to educate stakeholder populations (including instructional methods and devices).

**Duty 5****General Summary:****Percentage: 5**

Other duties assigned.

**Individual tasks related to the duty:**

- Special projects assigned by Departmental Manager, State Administrative Manager, or Communications Director.
- Provide back-up support for other staff in the Outreach area.

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

This position positively represents Treasury and the Outreach Unit to build relationships with internal and external customers. This position has considerable influence in decision making related to the types and format of educational content offered and provided to the public as well as the schedule of Outreach events. This position reviews Outreach and business area communications and educational materials to ensure clear, concise, consistent, and effective messaging. This position makes judgment calls on Outreach challenges in the field, answering stakeholder questions, and otherwise communicating with the public. This position determines website adjustments for communication and educational purposes. This position calls for and leads meetings, crafts recommendations, and keeps metrics for the Outreach Unit. These decisions affect Outreach team members, the business areas supported by Treasury Outreach, subject matter experts and staff supporting Outreach efforts, Treasury, and the audience.

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

Cost/budget decisions, overall Outreach plan/calendar decisions, major decisions related to collaboration with other agencies, handling of high priority/visibility inquiries, messaging related to new Treasury issues or when internal policy conflicts, overhaul of online resources, Outreach event staffing approvals, final approval of presentation and other educational material.

**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.**

Some travel required, mostly within 150 miles of Lansing, occasionally beyond. Overnights as needed for some in-person Outreach events. Standard office environment, some repetitive motion tasks, standing, sitting, stooping, reaching, lifting up to 25 pounds and walking are required. Periodically, the individual must sit at a desk and work on a computer for long periods of time. Employee will need to be able to transport and set up self, computer, Outreach materials, and other necessary items to and from Outreach events.

**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?

Outreach Communications Analyst role is responsible for the quality and quantity of Outreach events and educational communications that originate in Treasury. This position ensures communication and education materials are clear, concise, consistent, and effective. Analysts in this role must be well-organized, and detail oriented with the ability to analyze complex topics and communicate them in an understandable and consumable way. This employee must be flexible and comfortable with inopportune change. This employee navigates challenges effectively and quickly. This position must work with and lead areas inside and outside Treasury and hold people accountable (outside their chain of command). This position must be receptive and agile to audience feedback and strive for continuous improvement in education initiatives. Includes all requirements listed in Section 18 of the position description.

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

This PD has been updated to reflect Treasury outreach instead of just Revenue Services outreach. Replaced all Revenue Services outreach references with Treasury outreach.

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

The Office of Communications informs, educates and promotes the department's programs and services to the public, news media, legislature, government officials, business and education leaders, and others. The responsibility of this position is essential in assisting and supporting the department in meeting these goals.

The Outreach Communications Analyst role is responsible for educating and informing stakeholders in a way that permits the customer to be successful and appropriately knowledgeable about topics discussed. In addition, the Outreach analyst ensures that Treasury communications Outreach materials are clear, concise, consistent, and effective. Analysts in this role carry out education efforts, communicate with a wide variety of audiences, conduct research, design educational materials, and perform other duties as assigned. In addition, the analysts play a critical role in gathering and analyzing data retrieved from information systems to assure the Outreach Unit's educational materials are accurate and effective communication devices.

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 any major.

**EXPERIENCE:**

**Departmental Analyst 9**

No specific type or amount is required.

**Departmental Analyst 10**

One year of professional experience.

**Departmental Analyst P11**

Two years of professional experience, including one year of experience equivalent to the intermediate (10) level in state service.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Superior oral and written communication. Exceptional ability to organize own work and coordinate the work of others. Demonstrates sound decision-making and tactful navigation under stressful conditions. Works well under pressure. Must be a team player with a positive and willing attitude and the ability to lead. Maintains favorable public relations. Above average ability to take initiative and self-motivate, exercise diplomacy, and encourage engagement. Attention to detail and editorial skills are necessary. Methods to research, analyze, design, initiate, develop, and evaluate programs. Employs training and education techniques. Possesses analytical and problem-solving skills. Software program skills are important – notably – Word, Excel, PowerPoint, Microsoft Teams, Snag-It, Adobe Acrobat Pro. Software familiarity with Camtasia and InDesign (or similar platform) a plus.

**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.*

SONYA CARTER

2/12/2026

\_\_\_\_\_  
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