

**State of Michigan
Civil Service Commission**

Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code

1. COMNREPEB37N

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 DNR-NATURAL RESOURCES
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission) Resource Management
4. Civil Service Position Code Description COMMUNICATIONS REP-E	10. Division Forest Resources
5. Working Title (What the agency calls the position) Communications Representative (Limited Term)	11. Section Program Services
6. Name and Position Code Description of Direct Supervisor SUNDBERG, ERIKA A; DEPARTMENTAL MANAGER-3	12. Unit
7. Name and Position Code Description of Second Level Supervisor HETHERINGTON, MICHAEL J; STATE ADMINISTRATIVE MANAGER-1	13. Work Location (City and Address)/Hours of Work 525 W Allegan St, Lansing, MI 48933 or DNR location with availability / Monday - Friday, 8:00 am - 5:00 pm

14. General Summary of Function/Purpose of Position

This position serves as an outreach/promotions/communications representative for the Department of Natural Resources Forest Resources Division (FRD). It serves as a resource for providing information and relevant communication regarding a variety of programs administered through Michigan's Forest Action Plan. These duties include providing materials about relevant programs, events and news-related information to be shared in on-site outreach at events, creating press releases and publicity materials about division outreach efforts, especially in urban and community forestry and on various topics of interest to underserved communities served by the urban and community forestry, stewardship and forest health programs. This position works closely with the division's communication specialist and webmaster to provide relevant information in a timely and understandable fashion through press releases, email notifications, various newsletters, and other educational and promotional materials related specifically to FRD and Forest Action Plan programs. This position also serves as a backup to the FRD webmaster.

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: 50

Communicate with Forest Resources Division staff, other Department staff, and the public to identify and create new marketing initiatives in programs covered by the Forest Action Plan, especially in urban and community forestry, forest health, forest stewardship, and strategies to reach underserved communities in all program areas. Collaborate with partner organizations as required with guidance from the UCF and Forest Health program managers and the Communication Specialist. These activities include electronic-based marketing through the use of social media tools; the development of publications and displays for marketing areas; coordination with other departmental staff engaged in communication activities; and evaluation of efforts and their impact.

Individual tasks related to the duty:

- Consult with staff regarding information that should be made available to the public and determine the best venue(s) to share the information (e.g., Facebook, Twitter, YouTube, traditional press releases, marketing email, etc.).
- Compose outreach materials and organize them effectively. Keep information updated and timely.
- Conduct and/or commission market research as appropriate.
- Understand and assist division staff with appropriate information to reach a variety of audiences on social media outlets.
- Participate in division and Department-wide work groups to provide recommendations on programs and initiatives as required.
- Assist in developing materials and information pertinent to serving the needs of traditionally underserved audiences in both rural and urban areas.
- Create and distribute two newsletters (weekly and quarterly) to the public based on UCF and Forest Products.
- Host bi-weekly social media meetings with UCF team and communicate directly with MOD for certain projects.

Duty 2

General Summary:

Percentage: 15

Develop, coordinate, and contribute to various communications, education, and marketing activities in the division. Work with the Communications Specialist and FAP program leads to determine the appropriate venues, compose the materials, and determine the proper distribution plans. Provide analysis of communication media, if necessary.

Individual tasks related to the duty:

- Assist with writing communications, literature, and advertising, including press releases, media advisories, annual reports, strategic plans, magazine and radio ads, promotional brochures and videos, and informational letters.
- Plan and attend conferences, seminars, educational events, and trade shows to share marketing materials and promote the Division's work and resources (e.g., U.P. State Fair, Harvest Festival at the Outdoor Adventure Center and Belle Isle in Detroit).
- Represent the division and share the division's message by sitting on various committees.
- Create and distribute monthly staff newsletter by communicating with others in the division to find stories to share.

Duty 3

General Summary:

Percentage: 15

Develop division outreach and education programs/initiatives/products/promotions. Examples would include: forest health issues; wildfire prevention and suppression efforts on state and private forest lands; invasive species education and outreach and website; Detroit Harvest Days; Arbor Day and the newly created DNR Retention, Recruitment and Reactivation committee.

Individual tasks related to the duty:

- Consult with other division/department staff to identify areas for promotion and marketing collaboration/cross-promotion.
- Assist division managers with PowerPoint presentations, as needed, to promote division programs or budget requests to the Executive Division and/or the Legislature.
- Determine what materials would be most effective to use in messaging regarding different Forest Action Plan programs and their current and intended audiences.
- Develop the materials and media to be used.
- Oversee material production and distribution.
- Work with fellow FRD staff to write and edit grants to obtain funding for the promotion of programs that will benefit and promote public outreach efforts.
- Obtain information from users or others, related to services offered, enhancements to existing services, and potential new services to be developed.
- Represent the division by sitting on various committees, including the DNR's Education and Outreach and Detroit Harvest Days committees.

Duty 4**General Summary:****Percentage: 10**

Serve as backup for the FRD webmaster including maintaining the FRD website and other technology-related projects in cooperation with other staff in FRD and other divisions. Stays up to date on content management and assists the webmaster as needed.

Individual tasks related to the duty:

- Stay up to date on Sitecore and Sharepoint skills.
- Offer ideas and input on the best use of these sites for internal and external communication.
- Maintain web sites and intranet in the absence of or as directed by the webmaster.

Duty 5**General Summary:****Percentage: 10**

Other duties as assigned.

Individual tasks related to the duty:

- Participate in education and outreach events or programs as requested.
- Assist division staff with special projects.
- Work with other department staff on special initiatives.
- Facilitate and participate in media interviews to help spread the division's message.
- Attend meetings and act as liaison with other agencies and organizations.

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

This position (working within Department guidelines set by the Marketing & Outreach Division, the Executive Office and/or the Public Information Officer) will make independent decisions regarding the appropriateness of information to be contained in developed materials and in what format the materials should be. The incumbent will have the expertise to decide how content should best be presented to have the desired outcome for the public. The decisions made will directly impact the reputation of the division with all who utilize the services.

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

Production of materials that could be politically sensitive or address controversial issues.
Final printing of materials that will have significant distribution or significant budget implications.
Development of brand-new initiatives.

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.

Typical office setting including long periods of computer usage.
On-site field work that may include moving on foot through rugged terrain wearing appropriate weather and safety gear.
On-site field work that may include physically carrying boxes/equipment and setting up outreach booths and staffing outdoor booths in outdoor conditions.

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?

This position serves as an outreach/promotions/communications representative for the Department of Natural Resources Forest Resources Division (FRD). It serves as a resource for providing materials about relevant programs, events and news-related information to be shared in on-site outreach at events, creating press releases and publicity materials about division outreach efforts, especially in urban and community forestry and on various topics of interest to underserved communities served by the urban and community forestry, stewardship and forest health programs.

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

Adding tasks to Duty 1:

- Create and distribute two newsletters (weekly and quarterly) to the public based on UCF and Forest Products.
- Host bi-weekly social media meetings with UCF team and communicate directly with MOD for certain projects.

And task to Duty 2:

- Create and distribute monthly staff newsletter by communicating with others in the division to find stories to share.

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

Program Services Section provides various types of business, financial, administrative, and program support to all Forest Resources units statewide. This position will assist the division in accomplishing marketing and communications initiatives.

Communication is the key to letting residents of the state know what is available to them and reaching individuals in a variety of mediums is a requirement. This coincides with the state's leadership direction to preserve and enhance our natural resources and encourage individuals to participate.

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:

Knowledge and ability to develop and maintain web and Intranet sites.

Knowledge and ability to utilize social media.

Knowledge of public relations and promotional methods and techniques.

Knowledge of the types of informational media appropriate to the work.

Skill in the development of marketing and communications materials.

Ability to interpret and explain departmental services and programs.

Ability to work well independently as well as with others and to organize and coordinate multiple tasks simultaneously.

Some knowledge of HTML; Adobe Photoshop and Adobe Illustrator is preferred.

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.

None.

I certify that the entries on these pages are accurate and complete.

QUINN BENSINGER

7/30/2026

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