

**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.

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| 2. Employee's Name (Last, First, M.I.) | 8. Department/Agency CIV RGHT CENTRAL OFFICE |
| 3. Employee Identification Number | 9. Bureau (Institution, Board, or Commission) |
| 4. Civil Service Position Code Description Communications Rep-E | 10. Division Strategic Initiatives and Public Information |
| 5. Working Title (What the agency calls the position) Communications Representative | 11. Section |
| 6. Name and Position Code Description of Direct Supervisor VACANT; STATE ADMINISTRATIVE MANAGER-1 | 12. Unit |
| 7. Name and Position Code Description of Second Level Supervisor CORE, HAROLD E; DIRECTOR OF STRATEGIC INITIATIVES & PUBLIC INFO | 13. Work Location (City and Address)/Hours of Work Various / MONDAY - FRIDAY, 8 AM TO 5 PM |

14. General Summary of Function/Purpose of Position

This position is responsible for implementing MDCR's social media presence, including developing long and short-term messaging goals and strategies, and daily posting to all MDCR social accounts. This position is also responsible for advising on and implementing all paid social media-based advertising campaigns department-wide. This individual will serve as deputy Public Information Officer for the Michigan Department of Civil Rights, interacting with the media in the event the Public Information Officer is not available. Position has the primary responsibility for live streaming meetings of the Michigan Civil Rights Commission as well as MDCR events and news conferences. Duties include contributing to MDCR website content and ensuring the communication team maintains up-to-date knowledge of technologies and best practices in the evolution of streaming content and internet communication. This individual assists the Director of Strategic Initiatives and Public Information and others with research and writing tasks as needed, such as drafting newsletter articles, talking points, background memos, speeches, press releases and statements.

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

Responsible for implementing MDCR's social media presence, including developing long and short-term campaigns, messaging goals and strategies, and daily posting to MDCR social accounts. Also under this duty, position is responsible for developing, directing and managing all MDCR social media-based paid advertising campaigns.

Individual tasks related to the duty:

- Develop and implement long and short-term social media goals, campaigns and messaging for all MDCR's social media accounts.
- Along with timely messaging on developments in the world of civil rights, position is responsible for developing and directing social media campaigns around specific topics, commemorations and events, and maintaining the department's social media calendar.
- Keep abreast of all MDCR programming/events, MCRC statements, resolutions and other actions, and partner activities and develop appropriate and timely social media messaging and campaigns to promote.
- Track and report monthly on MDCR's social media engagement and reach on all platforms. Position is responsible for researching and implementing any approved social media advertising (i.e. boosting Facebook posts) and providing leadership with up-to-date analytics to assess effectiveness.
- Position seeks to share appropriate messaging from other state agencies and Michigan.gov, and encourage sharing of appropriate MDCR messaging on other agency platforms.
- Position is responsible for developing social media messaging and toolkits to share with partner organizations as needed.
- Carries out the Department's social media presence, strategy and campaigns
 - Drafting the department's annual digital strategy, executing tactics and measuring campaign success
 - Content development across all MDCR's social media accounts.
 - Tracking and advising leadership on up-to-date social media management trends, platforms and strategies.
 - Ensuring MDCR's social media accounts and messages are accessible.

Advertising:

- Maintain all MDCR digital and physical paid advertising, including
 - Recommend and implement effective paid digital advertising strategies and tactics; providing strategic guidance to divisional leadership on effective advertising campaigns including messaging, platforms and budgets; analyzing performance and providing recommendations to improve future campaigns.
 - Advise and implement MDCR's real world advertising strategies (billboards, bus ads, direct mail, etc.) including advising on best practices, reach and cost.

Duty 2

General Summary:

Percentage: 20

Position will also be responsible for assisting with activities related to updating the SOM websites under MDCR's control.

Individual tasks related to the duty:

- Attending training and committing time and effort to learn to use the SiteCore platform to manage MDCR's websites.
- Update existing webpages with updated information as necessary
- Create new webpages or reorganize existing pages as necessary to ensure clear communication and customer friendly design
- Attend SOM workgroup meetings related to the website and relay important information to the Director of Strategic Initiatives and Public Information
- Monitor the flow of customer visits using google analytics and recommend changes to the webpage as necessary to improve customer experience

Duty 3

General Summary:

Percentage: 15

Serve as Deputy Public Information Officer for the department. Individual is responsible for responding to media inquiries, working with department leadership to develop responses, or proactive messages, to promote department statements and actions with news media during the absence of the Communications Director. Any highly complex and specialized communication while serving as back up for the PIO will be submitted for approval.

Individual tasks related to the duty:

- Compile news clips email on relevant issues and distribute to MDCR staff and Commissioners.
- Serve as primary back-up to Public Information Officer for media inquiries, media outreach, and public message development.
- When required, work directly with subject matter experts and MDCR leadership to develop public messaging and media responses.
- Assist Public Information Officer as needed with drafting and disseminating media advisories, press releases and statements through the department's press release distribution platform.
- Help Public Information Officer and staff organize, advance and staff news conferences, press briefings, department events, as assigned.

Duty 4

General Summary:

Percentage: 15

Position is responsible for livestreaming MDCR and MCRC events, meetings, hearings, news conferences, and interviews, as needed. This individual keeps up-to-date on technologies, advances and trends in livestreaming and other information sharing strategies and help train others to assist with streaming tasks as needed.

Individual tasks related to the duty:

- Position has primary responsibility for livestreaming MDCR events, news conferences, commission meetings and hearings, as well as creating social media notices and announcements of livestreamed content.
- Responsible for keeping track of industry trends and technological advances to keep MDCR's content sharing efforts relevant and up to date.
- Responsible for training additional staff to assist with livestreaming events as needed.
- Assist with taking photos and/or video of events and meetings, as needed.
- Work with event organizers and participants to obtain photos from events and programs in which MDCR takes part; source images and/or take photos for use in MDCR newsletters and other deliverables.
- Transcribe, caption and upload videos of events and other MDCR programming, as needed.

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

Position decides on budget (list of articles) and content of monthly internal newsletter and other writing assignments; decisions on interviews needed, research requirements, image procurement and placement.

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

Politically sensitive topics and complex issues. Decisions where Division policy is not clear or where priorities are conflicting with Division leadership. Decisions on all media responses.

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.

Indoor environment. Typically work in an office, around electronic equipment. Occasional travel throughout the state, staffing Commission meetings and/or other Department or partner events. Requires work outside of the normal 8-to5 schedule from time to time. Physical activities: sitting for long periods, carrying, standing, and use of personal computer.

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?

This position is responsible for developing and implementing MDCR's social media presence on multiple platforms and accounts. Position also has the primary responsibility for livestreaming MDCR events, and serves as deputy PIO for the department.

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

This position is being downward reclassified for recruitment and training purposes. This position will serve with managerial oversight and will not work to implement design and implement MDCR communication strategies as the recognized resource in the division. Any complex communications or statements will require approval.

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

The Communications Division is responsible for all external and internal communication, including social media and earned media messaging, as well as internal newsletter content and dissemination, on behalf of the Department, its Divisions and Department leadership. The Communications Division also assists the Michigan Civil Rights Commission with their communications needs.

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 the principles and practices of communications representation. Knowledge of public relations techniques. Knowledge of the preparation and use of all types of informational media; including digital/social media, newspaper, television, radio and video publicity programs. Knowledge of proper English usage, spelling, and grammar including Associated Press writing style. Knowledge of Microsoft Office applications and other computer software programs. Knowledge of pertinent departmental programs. Knowledge of interviewing techniques. Knowledge of community resources and community organization. Ability to write professionally, clearly, and succinctly. Ability to obtain pertinent information from interviews. Ability to prepare and distribute such media devices as news releases, photographs, and fact sheets. Ability to make presentations and speak before groups regarding department programs. Ability to use social media branding as a communication platform. Ability to maintain records, prepare reports, and correspondence related to the work. Ability to plan and conduct public relations programs. Ability to communicate effectively with others. Ability to maintain favorable public and media relations.

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.

BERNITA KISSANE

11/21/2025

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