

## 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> CIV RGHT CENTRAL OFFICE
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b>
<b>4. Civil Service Position Code Description</b> Departmental Specialist-2	<b>10. Division</b> Strategic Initiatives and Public Information
<b>5. Working Title (What the agency calls the position)</b> Public Information Officer	<b>11. Section</b>
<b>6. Name and Position Code Description of Direct Supervisor</b> VACANT; STATE ADMINISTRATIVE MANAGER-1	<b>12. Unit</b>
<b>7. Name and Position Code Description of Second Level Supervisor</b> CORE, HAROLD E; DIRECTOR OF STRATEGIC INITIATIVES & PUBLIC INFO	<b>13. Work Location (City and Address)/Hours of Work</b> Various, Michigan / Monday-Friday 8am-5pm
<b>14. General Summary of Function/Purpose of Position</b> This specialist will function as the Public Information Officer (PIO) for the Michigan Department of Civil Rights (MDCR) and is responsible for managing two-way exchanges and disseminating information to the public, stakeholder organizations, and media on behalf of MDCR. The PIO will also manage MDCR's outreach lists and processes, assuring greater participation in the agency's services and initiatives. Both functions are critical to maintaining transparency, building public trust, and enhancing MDCR's public image. The PIO will report to the Director of Strategic Initiatives and Public Information (SIPI).	

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: 40**

Public Relations: In conjunction with the Director of SIPI and the Communications Director, develop and implement communication plans to inform the public about agency initiatives, policies, and programs. Develop a deep understanding of MDCR's programs, policies and procedures and be prepared to answer questions from the public.

**Individual tasks related to the duty:**

- Coordinate and manage information and issue campaigns on behalf of the Civil Rights Commission and Department, including media interviews, public service announcements and other information sharing techniques.
- Develop and execute crisis communication plans to ensure accurate and timely information dissemination.
- Monitor media coverage and public sentiment. Evaluate the effectiveness of communication strategies and make recommendations as necessary.
- Coordinate with staff managing social media and the MDCR website to provide relevant content to promote agency programs, events and services.
- Coordinate with the Director of Communications to provide accurate, timely, and effective information for speeches, articles, newsletters and other written communications.
- Review cost projections that are associated with campaigns and provide recommendations to the Director of SIPI and the budget team.
- Analyze the effectiveness of current strategies and make recommendations for adjustments or improvements.

**Duty 2**

**General Summary:**

**Percentage: 30**

Media Relations: Serve as a first point of contact for media inquiries. Coordinate the drafting of press releases, respond to media requests, and arrange interviews with agency staff.

**Individual tasks related to the duty:**

- Augment existing media lists to include individualized reporting beats, trade publications, minority publications and businesses across the state to ensure statewide coverage.
- Document all media contacts, both pro-active and reactive, including date and time of original call and contact, reporter deadlines, date and time of return and/or follow-up calls, etc. This will ensure timely follow-through and foster taking advantage of all possible media opportunities.
- Plan and conduct public relations programs including news conferences, editorial board meetings, media round tables, public service announcements and "one-on-ones" with Commission, director and other departmental colleagues.
- Serve as a first point of contact for media inquiries. Coordinate with SIPI staff to prepare and distribute press releases, respond to media requests, and arrange interviews with agency representatives.
- Represent the organization at public meetings, forums, and community events.
- Ensure consistent communication from MDCR.

**Duty 3**

**General Summary:**

**Percentage: 25**

Outreach and Mobilization: The PIO is responsible for maintaining a partnership list and developing and implementing outreach programs to engage the community and promote the services, events and initiatives of MDCR.

**Individual tasks related to the duty:**

- Build and maintain relationships with communications and public relations professionals working with key stakeholders, including government officials, community leaders, and partner organizations.
- Manage MDCR's partnership list and execute mailings, emailings, GovDelivery messages and other mechanisms to share information about agency events, programs and services.
- Develop and maintain a database of stakeholder newsletters, email/text lists, and other outreach mechanisms and use these resources to coordinate promotions and information sharing on behalf of MDCR.
- Organize and conduct training sessions on public outreach and organization for MDCR stakeholders to enhance the effectiveness of statewide outreach efforts.
- Conduct ongoing research on stakeholder activities and share opportunities for MDCR involvement with agency leaders.

**Duty 4**

**General Summary:**

**Percentage: 5**

Other duties and special projects as assigned.

**Individual tasks related to the duty:**

- Perform other duties or special projects as assigned by the Director of Strategic Initiatives and Public Relations.

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

Develops and implements a strategic plan for public and media relations for MDCR, it's progress, and network. This position will independently meet with stakeholders, members of the public, and the media to achieve these duties as necessary.

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

Any change to the mission or voice of MDCR's programming as it relates to communications. Any media or public inquiries that are sensitive in nature or would have substantial political or financial impact on the department.

**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.**

Standard office environment with extensive use of computer equipment.

**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):**

- |   |                                    |   |                                   |
|---|------------------------------------|---|-----------------------------------|
| N | Complete and sign service ratings. | N | Assign work.                      |
| N | Provide formal written counseling. | N | Approve work.                     |
| N | Approve leave requests.            | N | Review work.                      |
| N | Approve time and attendance.       | N | Provide guidance on work methods. |
| N | Orally reprimand.                  | N | 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 will be the specialist responsible for first line communication with the media acting as the Public Information Office (PIO), as well as responsible for managing and marketing MDCR to stakeholders, the community, news outlets, etc., to engage the community, and promote the services, events, and initiatives of MDCR. This position will require in person attendance at various events, and will require statewide travel.

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

New establishment.

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

The Strategic Initiative and Public Information Office is responsible for special project coordination and oversight of communications activities and fundraising relationships for the department. The office is imperative to driving the agency's mission, policies, strategic plans, and directives. This position will ensure that the outward presence of MDCR is maintained through positive media and public relations, and that the community has awareness and access to MDCR.

**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 Specialist 13 - 15**

Four years of professional experience, including two years equivalent to the experienced (P11) level or one year equivalent to the advanced (12) level.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Strong written and verbal communication skills. Knowledge of social media platforms and digital marketing strategies. Ability to handle high-pressure situations with professionals. Excellent organizational and project management skills. Designs and conducts surveys or special studies to determine needs and to assist in planning, implementing and evaluating programs, consolidates data, and prepares reports. Establishes, administers, and evaluates programs; recommends program policies and procedures; and designs forms. Collects and maintains program data necessary to meet program reporting and evaluation requirements, and the goals of the agency. Analyzes ongoing program operations and recommends modifications of policies and procedures to meet commitments more effectively. Evaluates documents and applications for possible inclusion in programs; determines eligibility or compatibility; determines acceptability of documents or applications and decides on the appropriate action(s) to take. Recommends criteria, standards, and guidelines to assess agencies' program structures and determines their compatibility with the objectives and priorities of the state. Interprets existing and proposed laws, policies, and procedures as they relate to a program area. Consults with state, local and federal government as well as interested parties in this regard. Assesses the social, economic, political, operational, and organizational implications of existing and proposed policies and program decisions. Designs and implements methods for program review, evaluation and cost analysis. Formulates procedures, policies, and guidelines for assigned departmental programs. Performs duties of unusual significance or importance to the Department. Makes recommendations in areas of expertise. Develops program goals and plans for implementation. Develops alternative strategies for programs based on analysis and research in an assigned specialty area. Acts as a liaison with other agencies, organizations, and employees to coordinate departmental programs. Plans and coordinates the training of staff in designated program activities.

**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

1/28/2025

\_\_\_\_\_  
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