

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 MIL AFFR CENTRAL OFFICE
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Communications Rep-E	10. Division Internal Operations
5. Working Title (What the agency calls the position) Communications Representative	11. Section Strategic Communications
6. Name and Position Code Description of Direct Supervisor DILLINGER, ZACHARY J; STATE ADMINISTRATIVE MANAGER-1	12. Unit
7. Name and Position Code Description of Second Level Supervisor RISSMAN, EMILY N; STATE DIVISION ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work Building 32, Joint Forces Headquarters 3423 N MLK Jr. Blvd. Lansing, MI 48906 / Monday-Friday 8 AM - 5 PM

14. General Summary of Function/Purpose of Position

This position is responsible for day-to-day communication activities and working with the current Strategic Communications team to plan and conduct public relations programs in order to disseminate informational, educational, and promotional materials concerning the activities of MVAA. This position will need to craft effective written communications pieces such as press releases and social media posts, provide photo and video support for the agency as assigned, and develop PowerPoint presentations, promotional emails, and other marketing collateral.

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: 65

Responsible for day-to-day communication activities.

Individual tasks related to the duty:

- Write, edit, and share various types of media relations and public relations materials such as press releases, editorials, presentations, newsletter articles, fact sheets, etc. with the goal of influencing public opinions about MVAA.
- Create, edit, and share marketing materials for various MVAA communications efforts, including the MVAA website, email and newsletter campaigns, print/publications, social media, video campaigns, and presentations, with the goal of encouraging veterans and their families to make use of MVAA resources and programs.
- Provide initial reviews of various types of MVAA publications, reports, dashboards and research data before release to the public and stakeholders.
- Work with the MVAA Strategic Communication Manager to assess public and stakeholder opinions toward MVAA and its programs.
- Help write and distribute talking points and PowerPoint presentations for various MVAA staff members.
- Provide assistance and make recommendations for effective and efficient methods of communication.
- Develop and maintain positive working relationships within MVAA, DMVA, and other state agencies.
- Contribute to establishing tactics and developing metrics for analyzing progress toward the goals of the Strategic Communications Unit and MVAA.
- Attend various meetings, as assigned, to serve as a representative for the Strategic Communications Unit.

Duty 2

General Summary:

Percentage: 25

Assist with social media and content creation for the agency.

Individual tasks related to the duty:

- Work closely with the MVAA Strategic Communications Manager and Senior Communications Representative to monitor all MVAA social media accounts including Facebook, LinkedIn, X and more.
- Assist the Senior Communications Representative with the creation and scheduling of social media.
- Create and edit social media graphics, including photographs and videos.
- Stay on top of trends in the social media space.

Duty 3

General Summary:

Percentage: 10

Special projects and other duties, as assigned.

Individual tasks related to the duty:

- Serve as a back-up to the MVAA Senior Communications Representative, as needed.
- Special projects, as assigned.
- 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.

Decisions that are made regarding communication efforts affecting the goals of the unit.

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

Decisions that are political or otherwise sensitive that involve the release of information that affects the agency's goals and strategic plan.

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.

Physical effort typical of an 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):

- | | | | |
|---|------------------------------------|---|-----------------------------------|
| 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 - management developed PD.

23. What are the essential functions of this position?

This position is responsible for day-to-day communication activities and working with the current Strategic Communications team to plan and conduct public relations programs in order to disseminate informational, educational, and promotional materials concerning the activities of MVAA. This position will need to craft effective written communications pieces such as press releases and social media posts, provide photo and video support for the agency as assigned, and develop PowerPoint presentations, promotional emails, and other marketing collateral.

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

New position

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

The Strategic Communications Unit is responsible for department-wide communication coordination of activities at MVAA. The position's primary duties are to provide assistance to the Strategic Communications Unit with day-to-day communication activities.

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, skills and abilities as described in the job specification, plus:

- Ability to communicate clearly orally and in writing; ability to develop effective presentations.
- Knowledge of communications methods and techniques.

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.

HANNAH SCHULER

Appointing Authority

7/17/2025

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