

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 MILEAP
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Communications Rep-E	10. Division Policy, Communications, and Engagement
5. Working Title (What the agency calls the position) Communications Representative	11. Section
6. Name and Position Code Description of Direct Supervisor JONES-POOLE, AUNDREANA; STATE ADMINISTRATIVE MANAGER	12. Unit
7. Name and Position Code Description of Second Level Supervisor HALL, LAURA A; OFFICE DIRECTOR	13. Work Location (City and Address)/Hours of Work 105 W. Allegan St, Lansing, MI 48933/Hybrid / Monday-Friday 8am-5pm
14. General Summary of Function/Purpose of Position This position will serve as a Communications Representative for the Michigan Department of Lifelong Education, Advancement, and Potential, supporting the Department's day-to-day communication activities. The position will have the responsibility of coordinating regular internal and external communication for the department and assisting in the coordination of events. The position will write content for press releases, scripts, social media posts, flyers, email blasts, and more. The position will also serve on special projects as assigned by the Communications Manager and MiLEAP leadership.	

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: 30**

Coordinate internal communications with MiLEAP staff.

Individual tasks related to the duty:

- Draft, facilitate the approval process and send regular internal communications to keep staff informed about key initiatives and department updates.
- Work with representatives from the department and various program areas to collect and organize content to effectively promote internal messages from leadership.
- Utilize GovDelivery to distribute internal communications in accordance with set standards.
- Monitor and report on the effectiveness of internal communications, gathering feedback to improve engagement and reach.
- Maintain and update lists regularly to ensure messages reach all MiLEAP employees.

Duty 2

General Summary: **Percentage: 30**

Write content to support MiLEAP efforts, events, announcements, and more.

Individual tasks related to the duty:

- Working with the Communications Manager, draft press releases and talking points to support MiLEAP announcements and events.
- Working with the Communications Manager, draft newsletter articles, social media posts, handouts, and other materials to support MiLEAP priorities.
- Ensure all written content is accurate, free of typos or misspellings, and clear for the intended audience.
- Facilitate the approval process on all pieces as needed.

Duty 3

General Summary: **Percentage: 20**

Support planning and coordination of department events.

Individual tasks related to the duty:

- Collaborate with program areas to plan and coordinate department events, including securing locations and managing logistics for both in-person and virtual formats.
- Develop comprehensive agendas and materials for events, ensuring alignment with program goals and objectives
- Oversee day-of-event logistics, including setup, participant engagement and troubleshooting to ensure smooth execution.
- Assist in planning and executing department employee engagement efforts.

Duty 4

General Summary: **Percentage: 10**

Assist MiLEAP leadership and program areas in creating required materials and reports.

Individual tasks related to the duty:

- Work with representatives from the department to collect and organize content needed to effectively promote internal and external messages from leadership.
- Assist in the development, writing and editing of content for required materials such as quarterly and annual reports to effectively update and share information on department initiatives.

Duty 5

General Summary: **Percentage: 10**

Other duties as assigned.

Individual tasks related to the duty:

- Assist with communications plans to help move the Department forward.
- Provide writing support as needed to enhance the quality and effectiveness of communications from program areas, ensuring alignment with department messaging and strategic goals.

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

This position functions independently to determine, prepare and implement the most effective method of communication in the most sensitive and complex day-to-day activity of the Department/Agency. This includes maintaining communication with residents, industry representatives, external partners and other state entities, legislators, etc. This position directly interacts with MiLEAP staff, deputies, the director, as well as the Governor's office.

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

Politically sensitive/complex issues.

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.

Traditional office environment; travel to meetings and events. Pressure of time constraints; work may involve working past normal 8 to 5 hours.

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 will serve as a Communications Representative for the Michigan Department of Lifelong Education, Advancement, and Potential acting as a representative for the Department's day to day communication activities. This position would have the responsibility of working with the Communications Manager to ensure effective communication, manage internal and external communication, support event planning, and assist in the development of material and reports. The position will also serve on special projects at the discretion of the Communications Manager and MiLEAP leadership. Ability to travel to meetings and presentations is required. Ability to handle stress due to pressure of time constraints; may involve working outside the normal 8 to 5 hours.

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?

Communications is responsible for internal and external outreach, planning of department events and oversight of outgoing messaging and materials. As such this position will serve the Michigan Department of Lifelong Education, Advancement and Potential.

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:

Effective communication skills both in writing and verbal, including presentation of subject matter. Ability to plan and execute communication projects within time constraints. Knowledge of principles and practices of communications representation. Ability to organize, evaluate and present information to large and small groups effectively. High level of computer skills (web-based knowledge, PowerPoint etc.) 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:

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.

BERNITA KISSANE

3/7/2025

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