

**State of Michigan
Civil Service Commission**

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

Position Code

1. COMSPL2

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 Specialist-2	10. Division Central Services
5. Working Title (What the agency calls the position) Digital Communications Specialist	11. Section Communications & Policy
6. Name and Position Code Description of Direct Supervisor JONES-POOLE, AUNDREANA; STATE ADMINISTRATIVE MANAGER-1	12. Unit Communications
7. Name and Position Code Description of Second Level Supervisor LEWIS, CAMARA G; STATE OFFICE ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work 105 W. Allegan Street Lansing, MI 48933 / Monday- Friday 8am-5pm

14. General Summary of Function/Purpose of Position

This position serves as a Communications Specialist within the Michigan Department of Lifelong Education, Advancement and Potential (MiLEAP) Central Office, responsible for administering the department's public website, intranet, and social media channels. The role leads web content strategy and digital operations, providing guidance and support to content editors and intranet liaisons across all program areas. The position serves as MiLEAP's digital accessibility and language access liaison and provides support with reviewing documents, assisting divisions in meeting accessibility requirements, and ensuring digital materials align with State and federal standards. In addition, the specialist develops and publishes social media content, monitors engagement, and ensures compliance with statewide digital governance. The position collaborates with statewide partners, provides training and technical assistance, and supports special communications projects as assigned by 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: 40

Serves as MiLEAP's primary web administrator and digital lead, overseeing the development, implementation, maintenance, and continuous improvement of the Department's public website and intranet. Ensures content quality, consistency and alignment with State of Michigan digital standards and program area needs, and provides guidance and support to Department content editors and internet liaisons.

Individual tasks related to the duty:

- Serve as the thought leader and primary administrator for MiLEAP's public website, working across program areas and divisions to establish and maintain best practices and produce high-quality, responsive content.
- Act as administrator for the Inside MiLEAP intranet site, providing accurate, responsive internal resources for staff in alignment with department communication objectives.
- Ensure content, layout, design and presentation of information on MiLEAP's public website and intranet comply with Department and State of Michigan digital policies and guidelines.
- Stay current on updates to the State's content management system and guide MiLEAP content authors and editors in implementing new tools, workflows, and features.
- Develop and maintain continuous quality review and feedback processes to improve usability and user experience across public and internal sites.
- Coordinate content between press releases, executive messages and other updates to ensure continuity of messaging.
- Lead regular meetings and training sessions for MiLEAP intranet liaisons and website editors to ensure consistent standards and effective content management.
- Run and analyze performance reports and make recommendations to optimize content strategies for department internet sites
- Participate in the consultation and development of special website projects with internal teams and external partners.
- Provide business and technical information to management and staff, related to both public website and intranet issues.
- Troubleshoot technical problems in coordination with eMichigan team, providing details regarding the problem and following up with divisions on solutions and/or timelines for solutions.

Duty 2

General Summary:

Percentage: 35

Supports MiLEAP's digital accessibility and language access efforts, helping ensure all digital resources and materials align with State and federal requirements. Works collaboratively with program areas, content authors, and statewide partners to promote accessible practices and maintain ongoing compliance.

Individual tasks related to the duty:

- Review documents and digital materials for accessibility and determine required actions, such as remediation, webpage conversion, translation, or archival, as part of ongoing compliance efforts.
- Support the remediation of documents, create accessible versions for posting and maintain tracking systems to monitor remediation, translation, and conversion progress, providing updates to divisions and executive leadership as needed.
- Ensure digital content and systems align with WCAG 2.1 AA, State of Michigan digital standards, and federal accessibility expectations.
- Lead department-wide accessibility efforts by assisting divisions in meeting legal and policy requirements and providing ongoing training, technical assistance, and consultation to staff on creating accessible documents and digital content.
- Serve as the in-house resource on language access by coordinating document translations and ensuring alignment with Executive Order 13166.
- Conduct quality reviews to identify accessibility needs before new materials are published and support ongoing audit processes to help divisions maintain updated, accessible documents.
- Participate in State of Michigan accessibility workgroups and meetings to stay current on evolving standards and best practices.

Duty 3

General Summary:

Percentage: 15

Manages MiLEAP's social media presence to ensure accurate, accessible, and strategic communication of department initiatives. Develops content, oversees engagement, monitors performance, and aligns social media activities with statewide governance requirements.

Individual tasks related to the duty:

- Serve as the Department's liaison for the statewide social governance council, providing guidance and oversight on policy and implementation.
- Develop and implement social media strategies to support department priorities, ensuring alignment with MiLEAP communications plan.
- Create, design and publish digital content across all platforms in accordance with MiLEAP branding standards.
- Ensure social media content meets accessibility standards, including alternative text, captioning, and formatting standards.
- Monitor social media engagement and coordinate with internal teams to provide timely and appropriate responses to messages, comments, and inquiries.
- Analyze performance metrics and make recommendations to improve reach and engagement.
- Maintain the department's social media schedule and coordinate publishing timelines across platforms.

Duty 4

General Summary:

Percentage: 10

Other duties as assigned.

Individual tasks related to the duty:

- Assist with communication plans to help move the Department forward.
- Serve on committees or workgroups.
- Other duties as assigned at the discretion of the Communications Manager, Director and MiLEAP leadership.

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

The position requires independent decision making regarding the appropriateness of information to be contained on the web and in marketing and communication materials. It also includes the expertise to decide how content should best be presented to have the desired outcome for internal and external audiences. The decisions made will directly impact the reputation of the state of Michigan and MiLEAP with all who utilize the services. Interprets state, national, and industry standards relating to display, appearance, navigation, and accessibility of web and digital communication. Examples include the state of Michigan's Digital Standards and Guidelines; the Americans with Disabilities Act as it pertains to web content and navigation; the World Wide Web Consortium's standards for appropriate web display and content; and department standards and policies.

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

Final decisions and determinations on high-profile communication plans, public awareness and outreach for MiLEAP initiatives and crisis media strategy for external communications that could impact the department or be politically sensitive.
Development of new major initiatives.
New budget expenditures.
Final decisions on long range department goals and/or policies.
Final decisions around MiLEAP and state internet and intranet policies.
When decisions result in a business process change, impact other systems or business units or impact IT strategic direction.

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.

This position is in a hybrid office setting and requires extensive time utilizing a computer and sitting for extended periods of time. Ability to type, write, and edit documents, web pages, etc. sometimes under tight deadlines.

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. |

N Approve leave requests.
N Approve time and attendance.
N Orally reprimand.

N Review work.
N Provide guidance on work methods.
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 serves as a Communications Specialist responsible for administering MiLEAP's public website, intranet, and social media channels. The role leads web content strategy and digital operations, supports department-wide accessibility and language access efforts and provide guidance to content editors and intranet liaisons across program areas. The position also develops and publishes social media content, monitors engagement, and aligns digital communication practices with State of Michigan standards and policies.

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?

This position is in the Communications Division within the MiLEAP Central Services team. The MiLEAP Communications and Engagement Division serves as the central point for all strategic department communications. This position will work closely with communications, intranet and internet staff within the department to support internal and external communications strategies. This position supports a critical piece of overall MiLEAP communications through the administration of Inside Michigan and MiLEAP intranet and internet sites. This position will fill the role of web and social media specialist for the department.

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 Specialist 13 - 15

Four years of professional experience in the communications field equivalent to a Communications Representative, including two years equivalent to a Communications Representative P11 or one year equivalent to a Communications Representative 12.

KNOWLEDGE, SKILLS, AND ABILITIES:

Plans and conducts public relations programs in order to disseminate informational, educational, and promotional materials concerning the activities of a state department. Prepares and distributes news releases, photographs, fact sheets, etc. to media representatives and other interested parties. Prepares content for a variety of communication channels including web, email, print, social media, video, and presentations. Assesses public attitudes toward the department and its programs; develops programs to promote favorable attitudes. Makes educational presentations to both lay and professional groups regarding department programs and/or obtains professional personnel to do so. Reviews and analyzes for suitability, departmental reports and research data before release to the general public. Formulates procedures, policies, and guidelines for assigned communications 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 communications programs. Plans and coordinates the training of staff in communications activities. Serves as a technical advisor and liaison with industry, community groups, and/or governmental agencies. Conducts special projects. Prepares special studies and reports. Prepares budgets. Maintains records, and prepares reports and correspondence related to the work. Performs related work as assigned.

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

1/21/2026

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