

**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.

<b>2. Employee's Name (Last, First, M.I.)</b>	<b>8. Department/Agency</b> MILEAP
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b> Office of Early Education
<b>4. Civil Service Position Code Description</b> Communications Specialist-2	<b>10. Division</b>
<b>5. Working Title (What the agency calls the position)</b> Communications Specialist	<b>11. Section</b>
<b>6. Name and Position Code Description of Direct Supervisor</b> BRITTON, SYNTHIA A; STATE ASSISTANT ADMINISTRATOR	<b>12. Unit</b>
<b>7. Name and Position Code Description of Second Level Supervisor</b> LAIDLAW, EMILY L; SPECIAL APPOINTEE	<b>13. Work Location (City and Address)/Hours of Work</b> 105 W Allegan St. Lansing, MI 48933 / Monday-Friday 8am-5pm

**14. General Summary of Function/Purpose of Position**

The Michigan Department of Lifelong Education, Advancement and Potential (MiLEAP) works collaboratively with local communities to prioritize education from birth to postsecondary with a focus on preparing children for kindergarten and helping more people earn a skill certificate or degree to help them get a good paying job. This role will work within the Office of Early Education (OEE), which strives to ensure that all young children meet their developmental milestones and enter kindergarten with the tools and ability to succeed in school.

As the Communications Specialist, this position manages all aspects of external office communications and serves as the Public Information Officer to OEE in close collaboration with MiLEAP communications staff. This specialist is responsible for highly complex assignments, with considerable impact on public perception and overall OEE awareness across Michigan citizens, partners, and stakeholders alike. The specialist collaborates proactively with leadership and subject matter experts throughout the office daily, as well as external partners and stakeholders accordingly, to identify the need for, develop and execute strategic communications strategies and plans that cover public relations, media relations, social media, partner/stakeholder communications. Responsibilities also include tracking, measuring, and reporting goal attainment of all communications strategies and plans up to OEE and MiLEAP leadership.

The specialist is expected to be an authority regarding all OEE programs and policies, and proactively communicate across any medium in the appropriate style and voice. The specialist also serves as the primary writer and copy editor for the Office of Early Education and provides content for MiLEAP press releases, websites, newsletters, promotional materials, presentations, talking points, etc.

The specialist also is expected to stay current with best practices and emerging trends in strategic communications and social media, and proactively implement strategies to support the work of OEE and MiLEAP.

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: 35**

Serve as an Office of Early Education-wide communications strategist and manage the Office's public and media relations efforts.

**Individual tasks related to the duty:**

- Proactively identify MiLEAP and OEE communications goals in collaboration with MiLEAP communications team, OEE leadership, then develop and execute strategies and plans with a focus on strategic goal attainment.
- Maintain the OEE's copy standards and ensure all materials (website, presentations, social media, outreach materials, newsletters, etc.) are updated to meet those standards through regular reviews.
- Serve as an authority regarding all OEE programs and policies; maintain a copy repository of all approved messaging for reference across the Office.
- Develop, execute, and report on goal attainment for OEE communications strategy and plans, including individual programmatic plans. Identify, develop, and recommend alternative strategies, when necessary.
- Utilize communications skills and expertise to craft different messaging regarding the same programs to match the appropriate style and voice of individual channels/platforms.
- Advise the MiLEAP communications team and OEE leadership regarding external communications needs and proactively offer creative, effective, and realistic solutions to achieve strategic goals.
- Proactively identify speaking opportunities and panel discussions appropriate for OEE leadership and/or subject matter experts.
- Through regular collaboration with OEE leadership and subject matter experts, identify and execute opportunities for media advisories, press releases, earned media opportunities, newsletter articles, social media content, blogs, editorials, podcasts, etc.
- Maintain strategic contact lists for media, partners, and stakeholders.
- Develop methods to evaluate and report on effectiveness and goal attainment of materials after delivery.
- Monitor media coverage to ensure accuracy in reporting and follow up regarding corrections, as necessary.
- Research, develop and provide briefing materials to agency staff for use in responding to media inquiries.
- Assist with OEE's outreach efforts, including but not limited to providing communication support for questions submitted by local citizens.

**Duty 2**

**General Summary:**

**Percentage: 25**

Serve as the primary writer/copy editor for the Office of Early Education.

**Individual tasks related to the duty:**

- Consult with OEE staff to write promotional material for recognition programs.
- Work with OEE staff and stakeholders to effectively implement outreach and marketing plans.
- Work with SOM vendors on the design and production of outreach materials (e.g., posters and stickers).
- Design and write promotional materials for OEE services, outreach programs, conferences, and specific strategic plan goals to inform target audiences.
- Manage issues and complaints regarding content and functionality of OEE websites, including monitor reporting on website accessibility and ADA compliance.

**Duty 3**

**General Summary:**

**Percentage: 15**

Serve as the primary writer/copy editor for OEE's newsletters.

**Individual tasks related to the duty:**

- Plan implementation and coordinate production of OEE newsletters.
- Set and adhere to deadlines for article submission, editing newsletter publications.
- Conduct research to write articles.
- Plan, arrange and take photographs of subjects and processes related to article topics.
- Edit articles submitted by others.

**Duty 4**

**General Summary:****Percentage: 15**

Serve as the OEE spokesperson

**Individual tasks related to the duty:**

- Supports all media inquiries, formal and otherwise, in collaboration with MiLEAP communications team and OEE leadership from intake to information gathering and delivery through fulfillment.
- Attend Department and State meetings as OEE liaison.
- Monitor upcoming events, stories, and legislation and provide communications advice to the OEE directors.

**Duty 5****General Summary:****Percentage: 10**

Perform special projects as assigned by the OEE Deputy Director.

**Individual tasks related to the duty:**

- Attend and represent MiLEAP and OEE at various events. Events, at locations around the state, could include press conferences, meetings with staff and stakeholders, town halls and visits to business customers.
- Plan and execute internal/external events for OEE.
- Identify messages, participants, audiences, dates, and locations for outreach events.
- Serve on and/or lead various MiLEAP and OEE workgroups.
- 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.**

Independently makes and reviews work assignments, establishes priorities, coordinates activities, and resolves related work issues.

Exercises independent judgement in selecting a course of action to address requests, issues, and complaints.

Makes decisions pertaining to execution of approved communications strategies and plans, and the execution of other tasks assigned the Communications Specialist.

These decisions have a substantial impact on the Office of Early Education's mission. Communications from OEE directly reflect MiLEAP's image to the public. The work of this position can have a negative or positive effect on the public's perception of MiLEAP.

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

Prioritizing of assignments when conflicts arise.

Addressing political issues, sensitive issues, and/or Governor's initiatives.

Approval of interview requests or sensitive media requests.

Decisions on messaging that has a direct impact.

Policy interpretation, technical advice, and proposals from vendors.

**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: employee is regularly required to sit, use hands to find, handle, or feel; talk and hear. The employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required include close vision and ability to adjust focus, especially due to concentration on a computer screen and small numbers.

Travel to events within Michigan may be required. Pressure of time constraints; duties may involve working past normal "8-5" hours under certain circumstances. This position may require some travel to events and transport of materials and/or equipment needed for the events.

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"/> N | Complete and sign service ratings. | <input type="checkbox"/> N | Assign work.                      |
| <input type="checkbox"/> N | Provide formal written counseling. | <input type="checkbox"/> N | Approve work.                     |
| <input type="checkbox"/> N | Approve leave requests.            | <input type="checkbox"/> N | Review work.                      |
| <input type="checkbox"/> N | Approve time and attendance.       | <input type="checkbox"/> N | Provide guidance on work methods. |
| <input type="checkbox"/> N | Orally reprimand.                  | <input type="checkbox"/> 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 the communications specialist for the Office of Early Education and serves as the OEE spokesperson. The specialist also is responsible for supporting all external communications from strategy development through execution in collaboration with MiLEAP communications staff. The specialist is a source of authority regarding all OEE programs and policies and serves as the lead writer for the OEE that oversees the Department's website, social media, and all promotional materials. The position is responsible for writing press releases, speeches, and presentations on behalf of OEE. Developing a strong knowledge of complex regulatory issues, strategically executing multifaceted communication plans and representing the agency at various events.

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 Office of Early Education strives to ensure that all young children meet their developmental milestones and enter kindergarten with the tools and ability to succeed in school. This goal is supported through the use of publicly funded programs that support children and their families from birth through five years old. Ensuring that families and partners in Michigan are aware of the resources available to them is an essential component to the successful implementation of MiLEAP's goals.

The responsibilities of this position are designed to assist OEE in meeting these goals.

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:**

Knowledge of the operational and technical problems involved in the administration of a specialized program. Knowledge of the assigned program specialty. Knowledge of methods of planning, developing, and administering programs. Knowledge of state and federal laws and legislative processes related to the work. 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 reporting methods and techniques. Ability to plan, direct, and coordinate program and administrative activities of a complex, interrelated, and interdependent nature where unknowns and numerous contingency factors are involved. Ability to formulate policies and procedures relevant to program areas based on information of a conceptual nature from varied and complex sources. Ability to plan, coordinate, and expedite work projects. The degree of knowledge required is a function of job complexity, program or specialty scope, and impact which increases with the level of the position. Ability to interpret complex rules and regulations. Ability to use social media branding as a communication platform. Ability to communicate with others professionally, clearly, and succinctly both verbally and in writing.

**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

11/24/2025

\_\_\_\_\_  
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