

**State of Michigan
Civil Service Commission**

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

Position Code

1. STDDADM1S93N

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 DEPARTMENT OF STATE
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description STATE ADMINISTRATIVE MANAGER-1	10. Division Office of External Affairs
5. Working Title (What the agency calls the position) Director of Public Engagement	11. Section Public Engagement Section
6. Name and Position Code Description of Direct Supervisor ELLIOTT, JOSHUA N; STATE OFFICE ADMINISTRATOR	12. Unit
7. Name and Position Code Description of Second Level Supervisor ANDERSON, CHRISTINA H; SENIOR CHIEF DEPUTY DIRECTOR	13. Work Location (City and Address)/Hours of Work 430 W. Allegan St. Lansing, MI / Monday - Friday, 8:00 a.m. - 5:00 p.m.

14. General Summary of Function/Purpose of Position

This position serves as the Director of Public Engagement within the Office of Communications and External Affairs, reporting to the Deputy Chief of External Affairs.

The Director of Public Engagement creates and carries out initiatives of the Secretary of State and the Department of State by creating, building and maintaining relationships with stakeholder communities and organizations across Michigan, with an emphasis on those that have been historically underserved. Initiatives include but are not limited to democracy and election protection; voter registration, education and engagement; election worker recruitment; language access; customer service education and promotion of Mobile Offices; and partner organization services.

Candidate should have prior experience working in organizing or public engagement and must demonstrate strong written and verbal communications skills, as well as the ability to navigate a large organization. Prior experience supervising others is required.

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: 60

Supervise Public Engagement team and the planning and execution of public engagement initiatives for the Department of State.

Individual tasks related to the duty:

- Evaluates the missions and goals of the Department and Secretary of State, policies, and programs to strategically plan, coordinate, lead, and administer public outreach, events, and programs.
- Coordinates and directs assignments and workflow of Public Engagement Section staff.
- Evaluates staff performance, identifies areas for staff development, to coach staff on completion of their assigned duties and professional development.
- Assesses the resources and needs of the section to communicate with division leadership.
- Creates, builds and maintains relationships with communities, businesses, agencies, and other key stakeholder groups across Michigan to ensure adequate outreach and engagement. Focuses on strengthening relationships with all communities, especially those who have been underserved - including but not limited to people of color, English-language learners, immigrants and refugees, low-income earners, LGBTQ+, youth, foster youth, residents with disabilities, and returning citizens.
- Directs strategic engagement and establish leads for the Secretary of State Mobile Offices to bring services to underserved populations. In doing so, ensures good relationships with partners, both internal and external.
- Monitors and interprets existing laws and proposed legislation to inform public engagement strategy, programs, and carrying out stakeholder relations.
- Maintains stakeholder information to ensure records are documented and up to date. Compiles thorough notes on events and programs.

Duty 2

General Summary:

Percentage: 25

Work between the Department and the public and advise on solutions to improve access to and equitability of Secretary of State services, delivering excellent customer service, and voter engagement and education about secure elections.

Individual tasks related to the duty:

- Represents and staffs the Secretary of State at public events.
- Oversees the management of constituent relations, Executive Office referrals, and correspondence to the Secretary in writing, via email, on social media, and by phone. Independently manage constituent inquiries as appropriate.
- Records and evaluates constituent and stakeholder feedback to effectively communicate with other department directors on policy, procedural, operational, and messaging issues.
- Coordinates between other department directors to develop and distribute educational and marketing materials promoting consistent messaging and information about the Department and elections that ensure a favorable public image.
- Collaboratively works with fellow directors to plan and support special initiatives, campaigns, and programs at the Department.
- Effectively communicates and reports on the impact of public engagement, stakeholder relations, and outreach.

Duty 3

General Summary:

Percentage: 15

Support and recommend opportunities for programming special projects, and partner relations.

Individual tasks related to the duty:

- Supports programs and initiatives, especially those focused on historically underserved communities - including but not limited to language access; disability accommodations and accessibility; returning citizens; students and youth; housing insecurity; democracy and election protection; and voter registration, education, and engagement.
- Analyzes data, trends, and anecdotal evidence to advise on communication materials, outreach/messaging, programming, improvements to Department operations, and enhancing customer inquiry experience (CIE).
- Executes additional projects and related work as assigned.

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

Decisions related to workflow internal to the division of public engagement and concerning some but not all external communications.

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

Decisions that directly impact the Secretary or are of a sensitive or political nature.

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.

Minimal physical effort is required.

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.

<u>NAME</u>	<u>CLASS TITLE</u>	<u>NAME</u>	<u>CLASS TITLE</u>
	DEPARTMENTAL ANALYST-A 12		DEPARTMENTAL ANALYST-E P11
	EXECUTIVE OFFICE ANALYST 11		

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

- | | |
|--|---|
| <input checked="" type="checkbox"/> Complete and sign service ratings. | <input checked="" type="checkbox"/> Assign work. |
| <input checked="" type="checkbox"/> Provide formal written counseling. | <input checked="" type="checkbox"/> Approve work. |
| <input checked="" type="checkbox"/> Approve leave requests. | <input checked="" type="checkbox"/> Review work. |
| <input checked="" type="checkbox"/> Approve time and attendance. | <input checked="" type="checkbox"/> Provide guidance on work methods. |
| <input checked="" type="checkbox"/> Orally reprimand. | <input checked="" 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?

The Director of Public Engagement creates and carries out initiatives of the Secretary of State and the Department of State by building and maintaining relationships with stakeholder communities and organizations across Michigan, with an emphasis on those that have been historically underserved. Initiatives include but are not limited to democracy and election protection; voter registration, education and engagement; election worker recruitment; language access; promotion of Mobile Offices; and partner organization services.

This individual will be responsible for overseeing constituent relations for the Secretary. The Director of Public Engagement will also represent the Department of State and Secretary of State at public events.

Candidate must demonstrate strong written and verbal communications skills and should have experience in organizing and event planning. Experience in project management, social media, and email is preferred.

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

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

The Director of Public Engagement oversees the Public Engagement Section, reporting to the Director of External Affairs. The Director of External Affairs oversees the Special Projects, Partner Relations, Public Engagement, and Traffic Safety sections within the Office of Communications & External Affairs, reporting to the Chief of Staff.

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:

State Administrative Manager 15

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

Alternate Education and Experience**State Administrative Manager 15**

Education level typically acquired through completion of high school and two years of safety and regulatory or law enforcement experience at the 14 level; or, one year of safety and regulatory or law enforcement experience at the 15 level, may be substituted for the education and experience requirements.

KNOWLEDGE, SKILLS, AND ABILITIES:

Ability to communicate effectively.
Ability to make decisions and take action.
Ability to maintain a high degree of confidentiality.
Ability to organize tasks and information.
Knowledge of state policies, procedures, and organizational relationships.
Proficient PC and telephone skills, experience with Microsoft Suite preferred.

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.

None

I certify that the entries on these pages are accurate and complete.

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