

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 STATE POLICE
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission) Information and Technology Bureau
4. Civil Service Position Code Description Communications Rep-E	10. Division Office of Highway Safety Planning
5. Working Title (What the agency calls the position) Writer / Editor	11. Section Communications Section
6. Name and Position Code Description of Direct Supervisor FELDBUSH, NANCY J; COMMUNICATIONS REP MGR-3	12. Unit
7. Name and Position Code Description of Second Level Supervisor BOWER, KATIE A; SENIOR POLICY EXECUTIVE	13. Work Location (City and Address)/Hours of Work 7150 Harris Drive, Dimondale, MI 48821 / Monday - Friday 8 a.m. - 5 p.m
14. General Summary of Function/Purpose of Position This position provides writing and copyediting expertise for the Office of Highway Safety Planning to assist with statewide traffic safety campaigns, programs, and issues. The OHSP's mission is to save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations. This position will be responsible for writing press releases, fact sheets, talking points, social media posts, quotes, letters, and more to help promote traffic safety messages. This position will also serve as writer and copyeditor for key OHSP publications and events and for OHSP's printed traffic safety materials. In addition, this position will serve as the grant writer for OHSP paid media grants.	

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**

Assist with writing press releases, fact sheets, talking points, social media posts, quotes, letters, and more to help promote traffic safety messages organically.

Individual tasks related to the duty:

- Following the AP style guide, write news releases for targeted audiences, such as pedestrian and bicycle initiatives, school bus safety, and 4/20. Assist with writing news releases for general audiences as needed.
- Write fact sheets, talking points, and quotes to accompany news releases. Work with OHSP staff to obtain data and other background information to produce materials.
- Create social media posts for traffic safety partners and OHSP to use in promoting various initiatives.
- Write letters that accompany special mailings of OHSP's printed traffic safety materials.

Duty 2**General Summary:****Percentage: 30**

Serve as copyeditor for key OHSP publications, including the OHSP Annual Report and the Michigan Truck Safety Commission (MTSC) annual report. Edit write-ups and materials for the Michigan Traffic Safety Summit. Produce, write, and edit materials needed for the Governor's Traffic Safety Advisory Commission (GTSAC) Traffic Safety awards.

Individual tasks related to the duty:

- Review and edit provided write-ups and other materials for the OHSP Annual Report. Edit for consistency in style, tense, grammar, and content.
- Follow up with staff members as necessary to maintain deadlines and answer questions about program write-ups.
- Review and edit copy for MTSC annual report, editing for consistency in style, tense, grammar, and content.
- Review and edit copy for the Michigan Traffic Safety Summit. Write copy as needed to produce printed items for the Summit.
- Serve as Communications liaison for the Michigan Traffic Safety Summit Committee.
- Following the AP style guide, write news releases for the GTSAC award winners, based on the nomination documents.
- Write and edit other documents for the GTSAC awards nominations and ceremony as needed, such as remarks/scripts for presenters, write-ups for attendees, and nomination form.
- Proofread all final products.

Duty 3**General Summary:****Percentage: 25**

Serve as grant writer for OHSP paid media grants, coordinating with Programs and other OHSP staff.

Individual tasks related to the duty:

- Demonstrate knowledge and expertise in the OHSP grants management process and e-grant system.
- Write proposals and grant applications as needed to produce paid media creatives and materials.
- Work with Programs and other OHSP staff to obtain background information, funding information, and pertinent data needed to write grant proposals.
- Produce reports on grant progress as needed.
- Coordinate with contracted marketing firm on expectations of paid media creatives to ensure they align with grant goals and activities.
- Coordinate yearly meeting with contracted marketing firm to review each grant's goals, activities, and expectations.
- Work with OHSP staff, subject matter experts, state departments, and other third parties to ensure paid media grant proposals meet the needs of traffic safety partners.
- Review materials produced by contracted marketing firms, and convey feedback between OHSP and agency.

Duty 4**General Summary:****Percentage: 10**

Write and/or edit copy to create or revise printed traffic safety materials.

Individual tasks related to the duty:

- Work with OHSP staff, subject matter experts, state departments, and other third parties to produce new or revised copy that is accurate and concise.
- Review and edit provided copy and/or materials for printed traffic safety materials. Edit for consistency in style, tense, grammar, and content.
- Work with graphic designer to ensure new or revised copy has correct word count for required spacing.

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

Other duties as assigned.

Individual tasks related to the duty:

- Proofread materials as needed.
- Other tasks as identified by OHSP in support of our statewide vision, mission, and goals.

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

Determines the need for new communications as well as format.

Communications that are viewed by media, stakeholders, and general public.

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

Advertising budgets, media markets.

News releases and talking points for media.

Copy and script approval on publications.

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.

Occasionally transport materials for special events and mailings.

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 will be responsible for writing press releases, fact sheets, talking points, social media posts, quotes, letters, and more to help promote traffic safety messages. This position will also serve as writer and copyeditor for key OHSP publications and events and for OHSP's printed traffic safety materials. In addition, this position will serve as the grant writer for OHSP paid media grants.

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 Office of Highway Safety Planning is the designated state highway safety office for the State of Michigan. The OHSP coordinates highway safety programs on behalf of the State, which includes administration of more than \$30 million in federal and state grants/contracts to state and local and nonprofit agencies.

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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:

This position requires someone with superb editing and writing skills for materials that will be distributed by printed or electronic formats. It also requires maturity and leadership skills since the person must work with staffers from other OHSP sections to ensure that all materials are accurate, reflect Michigan's current laws, and are based on the most up-to-date data.

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.

TAMERA BACHMAN

12/17/2024

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