

## 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> LEO-LABOR AND ECON OPPORTUNITY
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b>
<b>4. Civil Service Position Code Description</b> Communications Specialist-2	<b>10. Division</b> Strategy and Planning
<b>5. Working Title (What the agency calls the position)</b> Communications Specialist-13	<b>11. Section</b> Communications Section
<b>6. Name and Position Code Description of Direct Supervisor</b> ASSENDELFT, NICHOLAS F; STATE ADMINISTRATIVE MANAGER-1	<b>12. Unit</b>
<b>7. Name and Position Code Description of Second Level Supervisor</b> DOTHAGE, IRDA K; STATE DIVISION ADMINISTRATOR	<b>13. Work Location (City and Address)/Hours of Work</b> Flexible: Detroit or Lansing / 8am-5pm

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

The Michigan Unemployment Insurance Agency (UIA) administers the state's unemployment insurance program that provides temporary financial assistance to individuals who become unemployed through no fault of their own. Benefits are paid through taxes on employers covered under the Michigan Employment Security Act. Through teamwork, UIA serves as a leader in the customer-centric delivery of claimant and employer services with integrity and efficiency.

The position is responsible for overseeing high-level internal and external communication strategies and deliverables for UIA and effectively communicating about the various programs, products, services, and actions by the agency that affects public perception and overall awareness by staff and across Michigan among citizens, partners and stakeholders. The specialist collaborates proactively with the Communications Team and agency leadership, subject matter experts throughout the department, and external partners and stakeholders to identify the need for developing and executing strategic communications strategies and plans that cover public relations, media relations, social media, internal awareness, and partner/stakeholder communications. Duties will also include developing, organizing, implementing and creating content for current and future programs and initiatives as well as websites, newsletters, videos, infographics, promotional materials, presentations, talking points, community outreach, and other messaging tools as needed.

This position collaborates closely with the UIA Communications Manager to assist the UIA Executive Team with decision-making on how best to align content with the Department's goal of creating a national model for fast, fair, and fraud-free service through modernization and transformation. This position will work closely with the Strategy and Planning Division and Communications leadership to coordinate and oversee content strategies. The specialist is expected to become an authority on UIA programs and policies, and proactively communicate to internal staff and the public across any medium in the appropriate style and voice.

The specialist also is expected to stay current with best practices and emerging trends in strategic communications and proactively make recommendations to 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 staff specialist and department expert to provide expert strategic communication services and guidance to Michigan Unemployment Insurance Agency leadership.

**Individual tasks related to the duty:**

- Proactively identify Agency's communications goals in collaboration with Communications Manager, Division Leaders, and Agency Leaders, then develop and execute strategies and plans with a focus on attaining strategic goals and moving the Agency forward.
- Through regular collaboration with Agency and Division leadership and subject matter experts, identify and execute opportunities for media releases, earned media opportunities, newsletter articles, editorials, website content, videos, and other outreach opportunities.
- Develop methods to evaluate and report on effectiveness and goal attainment of materials after delivery.
- Help maintain annual Communications Plan and track completion of messaging opportunities.
- Participate in planning, program, and project meetings.
- Serve on committees or workgroups.

**Duty 2**

**General Summary:**

**Percentage: 30**

Develop, review, and approve internal and external written content, video scripts and production, and infographics for communications mediums targeting audiences inside and outside of the agency.

**Individual tasks related to the duty:**

- Research, draft, develop, and finalize speeches, talking points, and presentations for agency leadership, including PowerPoint presentations.
- Research, draft, and finalize press releases.
- Draft, create, edit, and review plain language content, whether written or visual, for internal SharePoint site and public-facing Michigan.gov/UIA website.
- Draft, edit, and review plain language social media, newsletter articles, and printed promotional materials.

**Duty 3**

**General Summary:**

**Percentage: 20**

Assist with coordinating special events and outreach programs.

**Individual tasks related to the duty:**

- Support employee engagement initiatives by UIA or in collaboration with the Department of Labor and Economic Opportunity or State of Michigan.
- Support community outreach efforts through UIA's Community Connect/Navigator program.
- Support UIA Rapid Response efforts.
- Support Leadership in preparation for Modernization Workgroup meetings or other invitations to address community groups, whether in person or virtually.
- Support internal and external event planning through resource development, logistics, and other duties.

**Duty 4**

**General Summary:**

**Percentage: 10**

Other duties as assigned.

**Individual tasks related to the duty:**

- Support UIA Employee Engagement initiatives.
- Prepare activity reports as needed.
- Serve as UIA spokesperson, when necessary.
- Other duties as assigned by Communications Manager.

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

This position recommends, prepares, and implements the most effective method of communication for sensitive and complex day-to-day activity of the Agency. Exercises independent judgement in selecting a course of action to address requests.

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

- Politically sensitive and complex issues.
- Prioritizing assignments when conflicts arise.

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 hybrid office environment, some travel to meetings, press conferences, presentations. Pressure of time constraints; work may involve working past normal 8 a.m. to 5 p.m. 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"/> 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?

Manages many aspects of UIA communications including assignments that impact public perception and awareness of UIA by Michigan's residents, external partners, and internal and external stakeholders. The specialist collaborates proactively with Communications Team, Strategy and Planning Division Leadership, and UIA Executive Leadership to identify the need for, develop and execute strategic communications strategies and plans that cover public relations, media relations, social media, partner/stakeholder communications, and internal communications

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

New

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

This position supports the Communications Manager in developing and executing strategic internal and external communications for the Michigan Unemployment Insurance Agency as well as community outreach and employee engagement opportunities.

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:**

- Expert communication skills in writing and verbal, including presentation of subject matter.
- Strong grammatical, spelling, and communication skills.
- Demonstrated success with strategic communications across multiple mediums each requiring a unique style and voice: press releases, feature stories, speeches, websites, blogs, social media, video, etc.
- Knowledge of state government organization and policies.
- Ability to plan and execute communication projects within time constraints, either independently or in a team environment.
- Knowledge of principles and practices of communications representation.
- Ability to organize and evaluate complex information, describe it in plain language, and effectively present information to various audiences.
- High level of computer skills (web-based knowledge, PowerPoint etc.)
- Ability to develop strong working relationships with staff, stakeholders, and media members.
- Demonstrated problem solving skills and an ability to plan out and execute a task or project
- Strong attention to detail.
- A deep understanding of time management, prioritization, and focusing on what is important.

**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.***

MARSHA CLARK 2/23/2026  
\_\_\_\_\_  
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