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| 1. Position Code |
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State of Michigan
Department of Civil Service
Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Federal privacy laws and/or state confidentiality requirements protect a portion of this information.

POSITION DESCRIPTION

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| <p>This form is to be completed by the person that occupies the position being described and reviewed by the supervisor and appointing authority to ensure its accuracy. It is important that each of the parties sign and date the form. If the position is vacant, the supervisor and appointing authority should complete the form.</p> <p>This form will serve as the official classification document of record for this position. Please take the time to complete this form as accurately as you can since the information in this form is used to determine the proper classification of the position. THE SUPERVISOR AND/OR APPOINTING AUTHORITY SHOULD COMPLETE THIS PAGE.</p> | |
| <p>2. Employee's Name (Last, First, M.I.)</p> | <p>8. Department/Agency Michigan Economic Development Corporation</p> |
| <p>3. Employee Identification Number</p> | <p>9. Bureau (Institution, Board, or Commission) Economic Incentives & Services</p> |
| <p>4. Civil Service Classification of Position Departmental Analyst 12</p> | <p>10. Division Technical Assistance Programs</p> |
| <p>5. Working Title of Position (What the agency titles the position) Main Street Promotion Specialist</p> | <p>11. Section Michigan Main Street</p> |
| <p>6. Name and Classification of Direct Supervisor Laura Krizov, State Administrative Manager 15</p> | <p>12. Unit</p> |
| <p>7. Name and Classification of Next Higher Level Supervisor Michelle Parkkonen, Managing Director, Technical Assistance Programs Non-State Supervisor</p> | <p>13. Work Location (City and Address)/Hours of Work Field-Based</p> |
| <p>14. General Summary of Function/Purpose of Position</p> <p>The staff person will serve as the Michigan Main Street (MMS) Program Promotion Specialist, a recognized resource for the Promotion component of the Main Street Four-Point Approach®. This position reports directly to the MMS Manager. As the recognized resource for the Promotion component, the staff person will provide specialized training, resources and services to the local MMS communities. Specific duties include maintaining a working knowledge and understanding of special events, business retail events, image events, event sponsorships, marketing/social media, event evaluation and volunteer management for events. The staff person will assist in the development of the MMS Program by developing strategies which result in community-based revitalization of traditional commercial districts. The staff person will work with other MMS Program to develop internal documents, principles, capacity and policies of the MMS Program. The staff person will assist with other duties as assigned. Position requires extensive travel and extended hours past normal 8-5.</p> | |

15. Please describe your assigned duties, percent of time spent performing each duty, and explain what is done to complete each duty.

List your duties in the order of importance, from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary of Duty 1 **% of Time** 55

As the recognized resource for the Promotion component of the Michigan Main Street Program, provide professional and technical assistance, resources, and services to the local Michigan Main Street Communities including the Training series level, Select, and Master Levels.

Individual tasks related to the duty.

- Maintain a working knowledge and understanding of promotional components including special events, retail events, image events, event sponsorships, marketing/social media, local public relations opportunities, tourism, retail trends, grant opportunities, cultural economic development, heritage tourism, event evaluation and volunteer management for events.
- Provide professional and technical assistance, resources and services (including public speaking) to the local MMS Communities including the Training series, Select and Master Levels.
- Coordinate, schedule, plan and implement on-site technical assistance visits to the MMS Communities as it pertains to the promotion aspect of the MMS Program within the framework of the Main Street Four-Point Approach® and its Eight Principles.
- Conduct regular statewide travel to local MMS Communities. Maximize time in communities by scheduling other meetings while on-site beyond the specific activity (i.e.: meet with the Manager, take photos for MMS Program resource library, etc).
- Provide regular follow-up to MMS Communities on trainings and services and in implementing its promotion committee work plan objectives and activities.
- Work with local Main Street boards of directors, executive committees, staff, promotion committees and subcommittees to maintain and distribute appropriate documents and examples and to provide copies of documents to the MMS Program office.
- Regularly communicate with local MMS Community staff and provide additional information and guidance on promotion issues as needed.
- Assess a local MMS Community's needs and develop specialized programming and plans relating to downtown revitalization topics to address those needs.

Duty 2

General Summary of Duty 2 **% of Time** 40

Assist in the development and implementation of Michigan Main Street Program

Individual tasks related to the duty.

- Coordinate promotion trainings and services with the National Main Street Center, partner organizations and state agencies.
- Assist with the development of the MMS Program social media, annual report, website, educational and promotional materials for publication. Write stories documenting the positive changes and impact of the MMS Communities.
- Create and update quick reference sheets for the local MMS Communities' promotion committee.
- Assist with updating of the Michigan Main Street website and social networking.
- Market MMS Program to potential applicants through on-site presentations and workshops, assist communities in preparing for the application, and participate in the selection review process.
- Assist in the creation of a yearly calendar, work plan, and budget based on contract funding, MMS Program goals.
- Assist in the creation and development of trainings and services relating to the promotion component of the Main Street Four-Point Approach.
- Participate in MMS Program staff meetings, trainings, trainings conducted within the local MMS Communities, and any regional and special meetings.
- Assist the MMS Manager and work with other MMS Program staff in developing the Training Series, Select and Master Level services, strategies, policies and procedures for the MMS Program.
- Research, develop, and document "best practices" from across the country that relate to downtown revitalization.
- Assist MMS Coordinator with tasks related to the promotion aspect of the MMS Program as needed.

Duty 3

General Summary of Duty 3

% of Time 5

Assist with the development and implementation of non-MMS Program activities.

Individual tasks related to the duty.

- Attend statewide and national conferences related to downtown revitalization and community/economic development as needed.
- Conduct other duties as assigned by the MMS Coordinator.

- 16. Describe the types of decisions you make independently in your position and tell who and/or what is affected by those decisions. Use additional sheets, if necessary.**

Significant responsibility for the coordination with other MMS staff and development of the program's goals and objectives and training and services to the local MMS communities. Significant responsibility to independently conduct training and services on-site to local MMS communities.

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

When a situation arises that does not fall within guidelines or policies already set, or where the situation is, or could be, controversial or sensitive. The senior level Departmental Analyst has a great deal of decision making authority regarding community development programs.

- 18. What kind of physical effort do you use in your position? What environmental conditions are you physically exposed to in your position? Indicate the amount of time and intensity of each activity and condition. Refer to instructions on page 2.**

Use of standard office equipment, including cellular telecommunications. Position requires extensive travel and extended hours past normal 8-5.

19. List the names and classification titles of classified employees whom you immediately supervise or oversee on a full-time, on-going basis. (If more than 10, list only classification titles and the number of employees in each classification.)

| <u>NAME</u> | <u>CLASS TITLE</u> | <u>NAME</u> | <u>CLASS TITLE</u> |
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20. My responsibility for the above-listed employees includes the following (check as many as apply):

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|---|--|
| <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. |
| <input type="checkbox"/> Approve leave requests. | <input type="checkbox"/> Review work. |
| <input type="checkbox"/> Approve time and attendance. | <input type="checkbox"/> Provide guidance on work methods. |
| <input type="checkbox"/> Orally reprimand. | <input type="checkbox"/> Train employees in the work. |

21. I certify that the above answers are my own and are accurate and complete.

Signature

Date

NOTE: Make a copy of this form for your records.

TO BE COMPLETED BY DIRECT SUPERVISOR

22. Do you agree with the responses from the employee for Items 1 through 20? If not, which items do you disagree with and why?
Yes.

23. What are the essential duties of this position?

As the senior level position, serves as the recognized resource staff contact and technical advisor for the MMS Program for the topics of promotion. In addition, the senior worker has geographic responsibility for the MMS Communities across the entire State of Michigan providing technical assistance and services.

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?

This position provides senior level expertise and serves as the recognized resource for the MMS Program for Promotion. This position also provides advanced level expertise to MMS Communities across the entire State of Michigan providing technical assistance and services and developing relationships with local communities, and assisting in building local community development capacity.

26. In your opinion, 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. Bachelor of Marketing, Communications, Event Planning or related degree preferred.

EXPERIENCE:

Three years of professional business and administrative experience, including one year of experience equivalent to the experienced (P11) level in state service.

Minimum of three years' experience in marketing, communications or event planning. Community revitalization experience preferred.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of community, downtown or economic development, planning, or local government related activity

Knowledge of tools and resources to support the Main Street Programs.

Ability to read, analyze, and interpret technical journals, legal and contractual documents, and financial reports.

Ability to deal with a variety of abstract and concrete variables.

Ability to function with a keen attention to detail.

Ability to function with strong written and verbal communication skills.

Ability to write reports, business correspondence and procedure manuals.

Ability to travel within the State of Michigan as well as attend frequent evening meetings.

Ability to translate community and economic development needs at the local level into long term strategies focused on building capacity.

Ability to effectively use common business computer software such as word processing, spreadsheet, presentation and/or statistical analysis software and specific software required for the position.

CERTIFICATES, LICENSES, REGISTRATIONS:

NOTE: Civil Service approval of this position does not constitute agreement with or acceptance of the desirable qualifications for this position.

27. 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's Signature

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

28. Indicate any exceptions or additions to the statements of the employee(s) or supervisor.

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

Appointing Authority's Signature

Date