

Position Code
1. DEPSPL2L72N

State of Michigan
Civil Service Commission
 Capitol Commons Center, P.O. Box 30002
 Lansing, MI 48909
POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete this form 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
Vacant	Department of Natural Resources
3.Employee Identification Number	9.Bureau (Institution, Board, or Commission)
4.Civil Service Position Code Description	10.Division
Departmental Specialist 13	Marketing and Outreach
5.Working Title (What the agency calls the position)	11.Section
Website Administrator	Marketing
6.Name and Position Code Description of Direct Supervisor	12.Unit
Beth Fults, State Administrative Manager 15	
7.Name and Position Code Description of Second Level Supervisor	13.Work Location (City and Address)/Hours of Work
Jon Spieles, State Bureau Administrator 18	Constitution Hall, Lansing, MI M-F 8:00 to 5:00
14. General Summary of Function/Purpose of Position	
<p>This position serves as the administrator for the DNR website, which includes overseeing and implementing its design, functionality, and usability, as well as maintaining and overseeing a website governance plan to ensure content, navigation and design remain up-to-date and accessible. Additionally, this position serves as the web analytics expert for the department tracking the effectiveness of email, social media, and partnered marketing campaigns using state of Michigan web analytics tools. This position also is responsible for planning, developing and implementing digital marketing tools for the various DNR divisions. This position manages the department's use of email marketing, including designing and coding templates and emails, overseeing system users and providing technical assistance as needed.</p>	

**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 of Duty 1 % of Time 60

Serve as website administrator for the DNR.

Individual tasks related to the duty.

- Design and build new web pages.
- Create and maintain content strategy for website to ensure content is user friendly, relevant, responsive, accessible and up to date.
- Oversee and Maintain website governance plan.
- Oversee and Maintain design guidelines and best practice documents for division web authors.
- Serve as technical lead for website issues.
- Identify content to be included on partner sites.
- Gather information, photos and other necessary components to complete web pages.
- Ensure that all content is accurate, timely and brief. This may include rewriting content as needed.
- Ensure all graphics and functionality follow best practices.
- Use the state of Michigan web analytic tools to track marketing efforts of the department and to make informed design and content decisions on the website.
- Create and manage tracking parameters for the department.
- Use the analytics reports from the eLicense and online reservation systems to track effectiveness of marketing initiatives.
- Lead DNR's web team, which consists of representatives from all divisions within the department.

Duty 2

General Summary of Duty 2 % of Time 30

Administrator for the department's digital communications program working with all divisions, establishing, and maintaining best practices and continuous improvement of high-quality, responsively designed press releases, email bulletins.

Individual tasks related to the duty.

- Utilize knowledge of HTML and CSS and vendor tools to create high-quality, effective templates.
- Stay informed regarding email best practices and relay those to the divisions.
- Hold quarterly learning sessions with the email administrators in the divisions.
- Coordinate with email vendor to implement new tools and features as they become available, including APIs to streamline and automate tasks.
- Encourage integrated marketing practices using photos, videos and social aspects across multiple platforms, repurposing content for the appropriate audiences.
- Run and analyze reports and make recommendations to optimize email strategies in the divisions.
- Report email marketing strategies and results to senior management when requested.
- Implement strategies to grow email lists, maintain high open rates, and increase click-through rates.
- Serve as the email system (GovDelivery) point of contact for running reports, troubleshooting, setting up and training new administrators, and importing new email addresses from various collection points within the department.
- Run and analyze reports on open rates, click-through rates, deleted subscribers, subscribers added, etc. to spot problems and successes.
- Troubleshoot technical problems in coordination with email vendor, providing details regarding the problem and following up with divisions on solutions and/or timelines for solutions.
- Train new administrators and follow through with ongoing guidance when needed.
- Identify, gather, and import new email addresses (opt-ins).
- Review lists when necessary to remove valid but inactive email addresses.
- Maintain written instructions and guidelines.

Duty 3

General Summary of Duty 3

% of Time 10

Coordinate messages with the Public Information Office, DNR website and social media coordinator. Stay informed about online marketing tools, working with the social media coordinator and DNR web authors to optimize digital marketing opportunities.

Individual tasks related to the duty.

- Evaluate digital marketing tools and make recommendations for their implementation/use if applicable.
- Work with the social media coordinator and other division communications staff, implement and measure digital marketing campaigns.
- Provide technical expertise to ensure proper placement and use of tracking codes to measure effectiveness of digital marketing campaigns.
- Coordinate content between press releases, website content, and other email bulletins to ensure continuity of messaging.

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

The position requires independent decision making regarding the appropriateness of information to be contained on the web and in marketing and communication materials. It also includes the expertise to decide how content should best be presented to have the desired outcome for the public and media. The decisions made will directly impact the reputation of the DNR with all who utilize the services.

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

- Production of materials that could be politically sensitive or address controversial issues.
- Development of new major initiatives.
- New budget expenditures.

18. What kind of physical effort is used to perform this job? What environmental conditions is this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

This position is in an office setting and requires extensive time utilizing a computer and sitting for extended periods of time.

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. (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>

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

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

Managing the overall content strategy, design and technical aspects of the DNR website and the DNR's email marketing system, including overseeing the content authors and admins of both systems.

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

Minor changes. Removed a couple tasks from duty 2 and 3, reworded general summary a little to match current responsibilities.

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

This position is in the Marketing Section and will work closely with the marketing manager, social media coordinator, communication coordinators within the divisions, and the Public Information Office. The section is responsible for the overall marketing, communications and education programs for the department. This position will fill the roles as web administrator and digital marketing strategist in this section.

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.

Preferred: English, marketing, integrated marketing communications, communications, writing, public information or related field.

EXPERIENCE:

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

KNOWLEDGE, SKILLS, AND ABILITIES:

Microsoft Office Suite, Sitecore, HTML and CSS, Google Analytics, Looker Studio, Adobe Creative Suite and GovDelivery, a thorough understanding of marketing principles and digital marketing tools, excellent communication skill both verbally and in writing, ability to manage multiple projects simultaneously, ability to work as a team with colleagues across all levels of the organization, ability to analyze highly technical information and glean valuable information upon which future decisions can be made.

CERTIFICATES, LICENSES, REGISTRATIONS:

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

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

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

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

Appointing Authority Signature

Date

TO BE FILLED OUT BY EMPLOYEE

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's Signature

Date

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