

**State of Michigan  
Civil Service Commission**

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

**Position Code**

1. DEPSPL2

## 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> MDHHS-COM HEALTH CENTRAL OFF
<b>3. Employee Identification Number</b>  	<b>9. Bureau (Institution, Board, or Commission)</b> Bureau of Emergency Preparedness, EMS and Systems of Care
<b>4. Civil Service Position Code Description</b> Departmental Specialist-2	<b>10. Division</b> Emergency Preparedness and Response
<b>5. Working Title (What the agency calls the position)</b> Crisis and Emergency Response (CERC) Specialist	<b>11. Section</b> Public Health Emergency Preparedness
<b>6. Name and Position Code Description of Direct Supervisor</b> DUNKLE-REYNOLDS, KATHLEEN L; DEPARTMENTAL MANAGER-3	<b>12. Unit</b> Planning and Competency Evaluation
<b>7. Name and Position Code Description of Second Level Supervisor</b> GOULD, JESSICA; STATE ADMINISTRATIVE MANAGER-1	<b>13. Work Location (City and Address)/Hours of Work</b> 1001 Terminal Rd, Lansing MI / Monday – Friday, 8:00 AM – 5:00 PM

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

This position serves as resident subject matter expert related to crisis and emergency risk communication (CERC), providing guidance to leadership and other program areas on effective communication strategies to help individuals, stakeholders, and communities make the best possible decisions for their health and the health of their loved ones during emergencies; engages in emergency response planning and exercise development; maintains the MDHHS CERC plan; and conducts assessments and designs and implements related programmatic initiatives to strengthen response capacity. The CERC coordinator provides guidance and direction to risk communication and MIHAN teams, ensuring synchrony of goals across both program areas; Contributes to federal cooperative agreement planning and reporting and serves a vital role in the Community Health Emergency Coordination Center (CHECC) as Communications Section Chief during activations for public health emergencies and exercises.

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**

Programmatic strategy and development of initiatives.

**Individual tasks related to the duty:**

- Design and conduct assessments, surveys, workshops, and other analyses, without technical direction, to identify gaps and mitigation strategies/tactics. Collaborate with internal and external stakeholders as needed to do so. This may include (but is not limited to) community-based organizations, local health departments, regional healthcare coalitions, tribal and emergency management partners, etc.
- Advise Bureau/Division management/leadership of findings; recommend policy and/or programmatic solutions.
- Design and implement initiatives that address gaps and aim to advance CERC planning and response for the Department.
- Provide guidance and oversight on MIHAN strategy and direction, coordinating with risk communication and MIHAN team staff to ensure synchrony across both Capabilities
- Work with other staff within the Division to coordinate emergency risk communication planning efforts at the state-level with that of local health departments, tribes and healthcare coalitions, ensuring the greatest possible alignment of goals, strategies, and information sharing.

**Duty 2**

**General Summary:**

**Percentage: 25**

Public health emergency risk communication planning and exercise development.

**Individual tasks related to the duty:**

- Responsible for the development and maintenance of the MDHHS Crisis and Emergency Risk Communication (CERC) plan and all related appendices. Employ collaborative partnerships with various program areas within the Department as well as other internal/external emergency response stakeholders to coordinate the review, update, and approval of the CERC Plan and Appendices.
- Follow appropriate review/approval procedures and coordinate with the Emergency Management Coordinator/Policy Specialist to integrate approved plans into the MDHHS Emergency Operations Plan.
- Provide updates, critical information, and education/orientation on the plan to leadership and internal/external stakeholders as appropriate.
- Provide subject matter expertise in the development and evaluation of emergency response exercises as it relates to emergency risk communication. Working with MIHAN staff, coordinate inclusion of MIHAN objectives in exercises.
- Establish and/or coordinate training activities and opportunities for LHD and Tribal partners in the area of CERC.
- Conduct high level analysis of exercise outcomes. Identify gaps and integrate mitigation strategies into the MDHHS CERC Plan
- Stay informed of national best practices and lessons learned related to CERC and ensure integration into plans and exercises as appropriate.
- Work with Disability Health program and community-based partners to employ a 'Whole Community Inclusion' approach to planning and exercising. This will ensure greater inclusion of individuals at risk of more severe adverse health outcomes during public health emergencies. This includes those with disabilities and/or functional needs.

**Duty 3****General Summary:****Percentage: 20**

Serves as a vital member of the public health emergency response team; maintains the role of Communications Section Chief in the CHECC during emergency response and exercises.

**Individual tasks related to the duty:**

- Respond to the CHECC during exercises and real-life activations when requested.\*Note: Under extenuating circumstances, staff may be asked to report to the CHECC (in-person or virtually) during off-hours such as after 5:00 pm, before 8:00 am and on weekends or holidays in response to an emergency event.
- Coordinate workflow for the section when the CHECC is activated.
- Communicate, update, and advise CHECC leadership on matters/issues pertinent to risk communication during activations.
- Develop and/or coordinate development of public information materials requested. Provide guidance to other program areas on the development of effective risk communication and public information materials.
- Conduct orientation/training for other staff relevant to CHECC policies and processes for public information material development.
- Advise on development of procedures for review/approval of public information materials. Make recommendations to leadership for process improvements.
- Coordinate integration of communication/CERC objectives and MIHAN activities before, during and after response, ensuring development of relevant stakeholder group lists, messaging/template development and management, etc.
- Participate in higher level briefings and meetings related to public health emergency response as requested by the Bureau Director, providing guidance and input on CERC-related aspects of the response. Lead implementation of activities identified in these briefings and meetings, provide updates and recommendations related to Emergency Risk Communication.
- Be knowledgeable of the CHECC manual, policies and procedures, and all job action guidelines, as applicable to the assigned position in the CHECC. Provide recommendations to management/leadership relevant to process improvements, when applicable.
- Complete and maintain certification in required Incident Command System (ICS) courses; and participate in CHECC related training as required.

**Duty 4****General Summary:****Percentage: 15**

Federal cooperative agreement planning and reporting.

**Individual tasks related to the duty:**

Michigan's Public Health Emergency Preparedness (PHEP) Program is funded under a federal cooperative agreement through the CDC. There are 15 preparedness capabilities organized into six domains that define the requirements for state and local health departments. As a member of Michigan's PHEP team, the CERC Coordinator serves as the subject matter expert and content lead for Capability #4: Emergency Public Information and Warning. Capability #4 in addition to Capability #6: Information Sharing, comprise Domain III: Strengthening Information Management.

- This position maintains thorough knowledge of the tenets and requirements for Capability #4: EPIW. The incumbent keeps abreast of any changes in requirements or release of new guidance pertaining to this Capability. He/she shares this information with others as appropriate and ensures workplan activities continue to meet requirements.
- Conceptualizes and drafts annual workplan activities, deliverables, and timelines for this Capability.
- Tracks progress and drafts semi-annual progress reports
- Leads related Capabilities Planning Guidelines (CPG) assessments; collaborates with other staff to complete the requirements.
- Coordinates and provides guidance to other Domain III team members, including communication team and MIHAN team staff, to ensure timely and quality completion of grant planning and reporting activities.

**Duty 5****General Summary:****Percentage: 10**

Other Duties as Assigned

**Individual tasks related to the duty:**

This position will participate in other activities, as assigned, that advance the mission of the program. These activities include, but are not limited to:

- Serve on the PHEP Regional Point of Contact (R-POC) team, providing programmatic support to assigned local emergency preparedness programs and contributing to development of annual local health department workplans
- Participate in various workgroups and meetings as directed, representing the bureau related to CERC.
- Participate in strategic planning initiatives for the PHEP program and local health department partners, particularly as it relates to CERC.

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

Conceptualizing, implementing and prioritizing work plan activities as necessary.

Produce reports, documents, and publications.

Convene stakeholder groups, inter-departmental groups, and other bodies as needed to complete duties.

Information collection and evaluation activities in support of program goals.

Make recommendations to support and advance PHEP program goals and Capabilities.

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

Situations that represent deviations from department practices, standards, or written policies.

Decisions that might adversely affect the section, division, bureau, or department.

Financial decisions that deviate from the planned budget.

Unusual external requests.

Activities involving a vendor contract, interagency agreement, etc.

**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.**

Physical effort and environmental conditions are consistent with that of a normal office building environment and/or home office (if remote/hybrid work schedule is approved by the department). A significant amount of time is spent using a computer, which requires sitting for prolonged periods of time. Meetings, daily interactions with staff and others – in person or via Microsoft Teams. Travel in and out of state is possible, but not frequent. This position has the potential to be a high stress position requiring response outside of normal business hours during a public health emergency or declared emergency as well as participation in unannounced exercises and training.

**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"/> 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.      |

**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 is responsible for development, maintenance, and evaluation of the MDHHS Crisis and Emergency Response (CERC) plan; conducting assessments, and identifying/implementing programmatic strategies to mitigate identified gaps; contributing to grant writing and reporting for the federal cooperative agreement under which the program is funded as it relates to emergency public information and warning; and playing a key role as Communications Chief in the CHECC during activations for exercises and real-life events. The incumbent is expected to be available to respond, either virtually or in-person during non-work hours (after 5pm, before 8am, on weekends or holidays) in the event of a public health emergency in which the CHECC has been activated.

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

New establishment.

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

This position is part of the Public Health Emergency Preparedness program, which along with the Healthcare Preparedness Program, is housed within the Division of Emergency Preparedness and Response (DEPR). DEPR funds and works with Michigan's 45 local public health departments and 8 regional healthcare coalitions in its mission to protect the health of Michigan citizens before, during and after emergencies. The work of the division is directed by a set of emergency response capabilities, which define the specific grant requirements for awardees. The division engages in emergency preparedness planning and response for MDHHS, and during public health emergencies, DEPR coordinates the department's response activities through activation and operation of the Community Health Emergency Coordination Center (CHECC). The CERC Specialist provides subject matter expertise related to emergency risk communication and develops and implements programmatic activities to meet the CDC Capability #4: Emergency Public Information and Warning requirements. Additionally, this position serves in a key role within the CHECC to support the Department's response efforts related to effective public information and communication during emergencies.

**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 - health, sciences, or communication preferred.

**EXPERIENCE:**

**Departmental Specialist 13 - 15**

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

**Preferred:**

Experience with public health preparedness planning and response

Experience working with local, or state public health in Michigan

Experience utilizing principles of crisis and emergency risk communication

Experience creating public information materials, use of desktop publishing/graphic design software

Experience with writing/editing in multiple document types/modalities, for a variety of audiences

**KNOWLEDGE, SKILLS, AND ABILITIES:**

As listed on the Civil Service job specification. In addition:

- Knowledge of public health systems, preparedness and response
- Knowledge of the CDC Public Health Emergency Preparedness and Response Capabilities, preferred
- Competent presentation skills (content development and delivery)
- Ability to organize, evaluate, and present information effectively – verbal and written formats
- Ability to use plain language in writing to effectively explain complex scientific and/or medical information in simplified and understandable terms
- Ability to problem solve effectively, explore new processes to improve work area
- Ability to develop effective partnerships
- Ability to effectively organize workload and maintain tight deadlines under high-pressure situations while not sacrificing quality
- Ability to maintain effectiveness and embrace new work procedures when experiencing major changes in work tasks or environment (Adaptability)
- Ability to evaluate and assimilate new information, knowledge, and skills into the work area

The MDHHS mission is to provide opportunities, services, and programs that promote a healthy, safe, and stable environment for residents to be self-sufficient. We are committed to ensuring a diverse workforce and a work environment whereby all employees are treated with dignity, respect and fairness.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

Required certification in ICS 100, 200, 300, 400, 700, 800. Incumbent must have or be able to complete these certifications within 12 months of being hired.

*\*Note: This position is expected to be available to respond (virtual or in person) 24/7/365 to the CHECC, if activated, during a public health emergency.*

**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.***

LIBERTY IRWIN

10/20/2022

\_\_\_\_\_  
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