

**State of Michigan
Civil Service Commission**

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

Position Code

1. STUDASTEQ26R

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) Professional Development Bureau
4. Civil Service Position Code Description Student Assistant-E	10. Division Organizational Development Division
5. Working Title (What the agency calls the position) Student Assistant	11. Section Recruiting and Selection Section
6. Name and Position Code Description of Direct Supervisor PLAGA, KENNETH C; STATE ADMINISTRATIVE MANAGER-1	12. Unit
7. Name and Position Code Description of Second Level Supervisor DILG, KENNETH H; SENIOR POLICY EXECUTIVE	13. Work Location (City and Address)/Hours of Work 7150 Harris Drive, Dimondale, MI 48821 / Monday – Friday 8 a.m. to 5 p.m.

14. General Summary of Function/Purpose of Position

This position will function as a social media assistant to the Recruiting and Selection Section. Duties include but are not limited to the following: assisting in creating multimedia and video products of the Michigan State Police (MSP), various professional and artistic photography for recruiting materials, and uploading approved posts to various social media platforms for MSP. This position will also monitor the social media channel(s) utilized for potential recruiting contacts. This position must function in a bias free manner.

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: 70

Video Production and Social Media Dissemination and Review

Individual tasks related to the duty:

- Creates, plans, produces and edits videos for distribution by using the division's video production equipment.
- Works with division staff and other leadership on video concepts and script development.
- Incorporates various video features (e.g. music, voiceover, graphics) to emphasize key features of video content.
- Setup audio and video equipment for recordings and events. Records video at events when requested.
- Posts preapproved content to social media platforms.
- Responds to the department's social media engagement content.
- Compiles data regarding the various social media platform's engagement for review.

Duty 2

General Summary:

Percentage: 20

Photography

Individual tasks related to the duty:

- Takes photos for use in recruiting materials.
- Utilizes Adobe Creative Suite applications to create graphics and edit photos.
- Serves as a photographer at recruiting events, when requested.
- Catalogs the division's media library.

Duty 3

General Summary:

Percentage: 10

Other tasks as assigned

Individual tasks related to the duty:

- Support division projects and initiatives, including assisting with social media and graphic design projects, when needed.
- Attend trainings and workshops to keep current on skills and technology as needed.
- Assist the section commander with projects and assignments as requested.

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

This position will provide multimedia strategies and tools that will best produce effective and engaging media products. Decisions made by this employee directly influence the effectiveness of recruiting efforts, as well as reflect on the department's image, both internally and externally.

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

Both initial project concept and final products require supervisor's approval. Management will identify project needs including goals, objectives, deliverables, and deadlines. Issues that are politically sensitive or controversial require supervisor review before implementation, as well as areas where department position or policy is unclear. Expenditure or commitment of funds requires supervisor approval.

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.

Most often this position requires sitting at a computer for extended periods of time, but the incumbent will also operate from a variety of locations including department work sites, public events, classrooms, meeting rooms or incident scenes. The likelihood exists that this position could be called upon for emergency response at any time in the case of a critical incident. Standing, sitting, lifting video and other necessary equipment, walking and driving are required. Occasional travel and overnight stays may be required. Flexible hours may be needed to meet special project requirements or deadlines.

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):

N Complete and sign service ratings.

N Provide formal written counseling.

N Approve leave requests.

N Approve time and attendance.

N Orally reprimand.

N Assign work.

N Approve work.

N Review work.

N Provide guidance on work methods.

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 spend the majority of time developing and producing video products; sometimes in the course of a single day, and other times it will be a long-range project. Most projects will be identified by management, but the incumbent is expected to self-generate video and photo projects as well.

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

This is a new position.

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

The Recruiting and Selection Section is a part of the Organizational Development Division. The function of the Recruiting and Selection Section to procure top talent for primarily the entry level trooper and motor carrier positions, in addition to all other job postings for the Michigan State Police. The work area is fast-paced and operates both in a team environment and independently. This position serves as the section's Video & Media Content Designer with responsibility for both video and photographic needs related to recruiting.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Current enrollment in high school, vocational or technical school, or post-secondary educational institution.

Preferred to be majoring in communications, digital media, or any related fields.

EXPERIENCE:

Student Assistant A

No specific type or amount is required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of and demonstrable skills with a variety of video and audio formats, technologies, video and audio compression, post production, delivery requirements, video capture and encoding, graphic design and motion graphics.
- Skilled knowledge of camera, lighting and sound.
- Knowledge of and proficiency in using AVID, Final Cut Pro Suite and Adobe Creative Suite applications.
- Ability to troubleshoot position-specific electronic and IT devices.
- Familiarity with online video and social media platforms including Facebook, Twitter, Instagram, YouTube and LinkedIn.
- Excellent interpersonal skills with the ability to interact with executive level management.
- Ability to work quickly and manage heavy workloads with multiple priorities under stressful conditions. Must maintain superior attention to detail.
- Must be able to maintain confidentiality and handle sensitive situations.

CERTIFICATES, LICENSES, REGISTRATIONS:

Valid driver's license

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.

EMILY UPTON

Appointing Authority

2/4/2026

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