

Position Summary

This summary describes the organization, duties, and requirements of a State of Michigan vacancy.

Position Code: STDDADM2B53N

Civil Service Class and Level: STATE ADMINISTRATIVE MANAGER-2

Working Title (What the agency calls the position): Deputy Director of Communications

Name and Position Code Description of Direct Supervisor: QUEALY, ERICA; STATE OFFICE ADMINISTRATOR

Department/Agency: LEO-LABOR AND ECON OPPORTUNITY

Bureau (Institution, Board, or Commission):

Division: Communications

Section:

Unit:

Work Location (City and Address)/Hours of Work: Hybrid Option: Tu/Th 320 S. WALNUT ST; LANSING, MI 48933,
Remote M/W/F / 8:00 am to 5:00 pm

General Summary of Function/Purpose of Position: The Deputy Communications Director will report to the Director of Communications and is responsible for the oversight of the day-to-day operations of the communications team as well as the department's marketing budgets and contracts. In this role the incumbent will manage the team and oversee preparation and updates for a wide variety of public information regarding department and state business including news releases, press conferences, newsletters, articles, events and promotional materials. This position will also be responsible for the development and oversight of the department's annual communication plan. This role is also responsible for the oversight and ongoing paid marketing activities and budgets, working closely with department leadership to ensure projects are on budget, meeting department goals and objectives, and delivered in a timely manner. This requires frequent meetings and oversight with contracted marketing agencies as well as department purchasing and finance staff.

Assigned duties and tasks for each duty.

Duty 1: Serve as the Department of Labor & Economic Opportunity's Deputy Communications Director, overseeing and managing Office of Communications staff and department projects.

- Manage Department spokespeople and responses to media inquiries, public speaking requests and press briefings.
- Advise the Director, Chief Deputy Director and other department leadership on the possible impact and community reaction to various policy directives and decisions.
- Establish and build relationships with internal and external stakeholders and outside vendors.
- Brief the Governor's office, department leadership and other key stakeholders on all department communication activities.
- Assist department leadership in developing presentations for speaking events and other outside department events.
- Attend and participate in professional group meetings; maintain awareness of new trends and innovations in the field of public information and communications and incorporate new developments as appropriate.
- Review and approve all content produced by the communications team prior to public release.
- Plan and direct the development and maintenance of the department's internal and external websites.
- Determine the need and oversee the planning, development and participation in training for employees.
- Participate in the development and implementation of division and departmental goals, objectives, policies and priorities.
- Manage Communication team efforts for researching, writing and producing internal and external publications and creative materials such as monthly newsletters and other marketing material that integrate the department's vision, mission and goals.
- Work with the Communications team in the development, enhancement, and maintenance of the department's social medial platforms to ensure the public message is received effectively.

- Create and maintain the department's overall communications plan.
- Provide assistance and guidance to subordinate staff as needed.

Duty 2: Oversee the Department marketing budgets and contracts.

- Meet regularly with contracted marketing staff to ensure projects are on time, on budget, and meeting department objectives and goals.
- Meet regularly with department staff to get their review and input incorporated into campaign efforts, ensure work is meeting goals.
- Provide creative direction to ensure deliverables adhere to Department brand standards.
- Oversee large-scale marketing budgets for Department initiatives.
- Coordinate content and ad development and approvals with executive leadership.
- Oversee state procurement efforts for marketing projects and review/approve vendor invoices.

Duty 3: Assist the Department in achieving the overall mission.

- Develop and recommend new communication methods and enhancements to better achieve department goals including fostering the department's core mission and values to residents, community groups and other external organizations.
- Represent the Department at public functions, conferences, and other special events.
- Support other LEO agencies' communications teams ensuring the department's overall message is consistent. These agencies include the Michigan Economic Development Corporation, Michigan State Housing Development Authority and Unemployment Insurance Agency.
- Other duties assigned.

Types of decisions made independently and whom or what those decisions affect: This position functions independently in developing internal policies and procedures as it relates to the Office of Communications in the Department of Labor & Economic Opportunity. Independent decisions would include determination of staff training, professional development needs, assignments, and timely employee performance appraisals. Independent decisions would also include the approval of communications and marketing language that would be displayed as a representation of the department.

Types of decisions that require the supervisor's review: Decisions that involve new or amended statutes, major policy or procedural changes and certain personnel matters.

Physical effort used to perform this job and environmental conditions of this position: This position mainly involves exposure to conditions found in a normal office environment, sitting at a workstation for long periods of time and use of a personal computer. Some travel may be required that could include statewide destinations, and occasional long workdays.

Names and classes and levels of employees whom this position immediately supervises:

GARNER, ASHLEY M	COMMUNICATIONS REP-A 12
VACANT	COMMUNICATIONS REP-E
LOVERN, KEELYN R	COMMUNICATIONS REP-E P11
RAUS-WUTH, CHELSEA	COMMUNICATIONS SPECIALIST-2 13
HINES, URSULA A	DEPARTMENTAL SPECIALIST-2 13
RICO, JEANETTE	GRAPHIC DESIGNER-A 12
SNYDER, MICHAEL C	MEDIA PRODUCTION SPECIALIST-E P11
DUTKA, JEFFREY E	STATE ASSISTANT ADMINISTRATOR-FZN 15

The essential functions of this position: Responsible for the oversight of the day-to-day operations of the communications team, managing projects and staff for a wide variety of public information deliverables for department and state business including news releases, press conferences, newsletters, articles, events and promotional materials. This position is also responsible for the Department's marketing budgets and contracts, as well as the development of the department's annual communication plan.

The function of the position's work area and how it fits into that function: The communications division is responsible for the department communications activities including responding to public inquirers, ensuring the department's message and vision is relayed to the public and other external and internal stakeholders.

Minimum education, experience, and credentials typically needed to perform the position's essential functions:

EDUCATION:

Possession of a bachelor's degree in any major.

EXPERIENCE:

State Administrative Manager 16

Five years of professional experience, including two years equivalent to a specialist or manager at the 13-level or higher.

Alternate Education and Experience

State Administrative Manager 16

Education level typically acquired through completion of high school and three years of safety and regulatory or law enforcement experience at the 14 level; or, two years of safety and regulatory or law enforcement experience at the 15 level, may be substituted for the education and experience requirements.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of the principles and practices of state government.
- Knowledge of complex communications principles.
- Knowledge of complex marketing (paid media) campaigns and managing marketing contracts.
- Extensive knowledge of administrative principles and methods, practices, processes, including goal setting, program and development and implementation.
- Ability to formulate policies and procedures based on information of a conceptual nature from varied and complex sources.
- Ability to communicate effectively with others.

CERTIFICATES, LICENSES, REGISTRATIONS:

None