

Position Summary

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

Position Code: COMSPL2A39N

Civil Service Class and Level: COMMUNICATIONS SPECIALIST-2

Working Title (What the agency calls the position): Communications Specialist

Name and Position Code Description of Direct Supervisor: MANIKOWSKI, MICHELLE; STATE ADMINISTRATIVE MANAGER-1

Department/Agency: LEO-LABOR AND ECON OPPORTUNITY

Bureau (Institution, Board, or Commission): Employment and Training - Operations

Division: Communications, Experience and Support Services

Section: Communication and Engagement

Work Location (City and Address)/Hours of Work: 320 S. Walnut St., Lansing, MI 48933 / Monday – Friday 8:00 am to 5:00 pm

General Summary of Function/Purpose of Position: As the LEO-Employment and Training (LEO-E&T) Communications Specialist, the position manages all aspects of external communications and serves as the Public Information Officer. This specialist is responsible for highly complex assignments, with considerable impact on public perception and overall awareness across Michigan citizens, partners and stakeholders. The Communication Specialist collaborates proactively with leadership and subject matter experts throughout LEO-E&T daily, as well as with external partners and stakeholders accordingly, to identify the need for, develop and execute communications strategies and plans that cover public relations, media relations and partner/stakeholder communications. Responsibilities include tracking, measuring and reporting goal attainment of all communications strategies and plans. The specialist is expected to build and maintain extensive knowledge regarding all LEO-E&T programs and proactively communicate across any medium in the appropriate style and voice – including for executive-level leadership. The specialist also serves as the primary writer and copy editor for LEO-E&T's press releases, websites, publications, promotional materials, presentations and talking points. The specialist is also expected to stay current with best practices and emerging trends in strategic communications and proactively make recommendations to LEO-E&T accordingly.

Assigned duties and tasks for each duty.

Duty 1: Serve as the spokesperson and Public Information Officer for LEO-E&T.

- Facilitate the development, review and dissemination of all press releases and media advisories on behalf of LEO-E&T.
- Manage all LEO-E&T-related media inquiries, formal and otherwise, in collaboration with LEO-E&T leadership and subject matter experts; from intake to information gathering and delivery through fulfillment.
- Support LEO-E&T leadership and staff in preparing for and conducting media interviews and/or serve as LEO-E&T spokesperson, as approved by leadership.
- Attend applicable PIO, communications and marketing meetings as LEO-E&T liaison, as well as collaborate with LEO Executive Communications Team.
- Advise leadership regarding external communications needs and proactively offer creative, effective and realistic solutions to achieve strategic goals.
- Maintain strategic contact lists for media, partners and stakeholders.
- Monitor media coverage to ensure accuracy in reporting and follow up regarding corrections, as necessary.
- Create and maintain LEO-E&T communications calendar to reflect media-related opportunities.

Duty 2: Serve as communications strategist, and primary writer/copy editor for LEO-E&T.

- Proactively identify communication goals in collaboration with leadership to support the strategic and operational needs of LEO-E&T.
- Develop, execute and report on goal attainment for communication strategies and plans, including individual programmatic plans.

- Maintain copy standards and ensure all materials (talking points, website, presentations, publications, outreach materials, etc.) adhere to those standards through regular reviews.
- Develop and maintain extensive knowledge regarding all LEO-E&T programs.
- Coordinate with other LEO-E&T Communication & Engagement Section staff to write, edit and proof content for website, marketing, social media campaigns, outreach materials, newsletters, presentations, talking points and emails.
- Provide consultation and support to LEO-E&T colleagues and program areas for their communication and media relations needs and offer insight on effective strategies to meet their goals.
- Use communication skills and expertise to craft messaging that aligns with the appropriate style and voice of individual channels/platforms.

Duty 3: Manage LEO-E&T organic and paid marketing efforts.

- Facilitate all formal marketing needs of LEO-E&T.
- Develop, execute and report on marketing efforts for all programs to all audiences.
- Work with all third-party marketing and/or public relations vendors, if applicable.
- Identify goals and key success indicators to support the development of marketing strategies and campaigns.
- Identify best practices – through standard development and A/B testing – to produce effective marketing deliverables that produce desired results.
- Implement design standards and formatting across all marketing channels for LEO-E&T.
- Work with LEO-E&T staff to facilitate all marketing and campaign requests and needs.
- Pull directly and/or review analytics tied to marketing strategies and campaigns and report on their effectiveness to LEO-E&T leadership.

Duty 4: Serve as LEO-E&T legislative liaison for inquiries related to external communications and Public Information Officer responsibilities.

- Facilitate inquiries received regarding press releases, media, promotional materials, publications, and public relations projects with the LEO Legislative team.
- Review inquiries and make appropriate recommendations for compiled responses that align with LEO-E&T standards.
- Work closely with LEO-E&T program areas to research and collect background necessary for inquiries.
- Provide direct responses to applicable inquiries when necessary.

Duty 5: Other duties as assigned.

- Serve on committees, task forces and/or project workgroups, with collaborating State Departments and/or Agencies, or with external partners and stakeholders.
- Other duties as assigned.

Types of decisions made independently and whom or what those decisions affect: Independently makes and reviews work assignments, establishes priorities, coordinates activities and resolves related work issues.

Exercises independent judgement in selecting a course of action to address requests, issues and complaints.

Makes decisions pertaining to execution of approved communications strategies and plans, and the execution of other tasks assigned to the Communications Specialist.

Types of decisions that require the supervisor's review: Prioritizing assignments when conflicts arise.

Addressing political issues, sensitive issues and/or Governor's initiatives.

Approval of interview requests.

Decisions on messaging that has a direct impact.

Physical effort used to perform this job and environmental conditions of this position: Employee is regularly required to sit, use hands to find, handle or feel; talk and hear. Employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch or crawl. Employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required include close vision and ability to adjust focus, especially due to concentration on a computer screen and small numbers. Travel may be required within Michigan.

The essential functions of this position: As the LEO-Employment and Training (LEO-E&T) Communications Specialist, the position manages all aspects of external communications and serves as the Public Information Officer. This specialist is responsible for highly complex assignments, with considerable impact on public perception and overall awareness across Michigan citizens, partners and stakeholders. The Communication Specialist collaborates proactively with leadership and subject matter experts throughout LEO-E&T daily, as well as with external partners and stakeholders accordingly, to identify the need for, develop and execute communications strategies and plans that cover public relations, media relations and partner/stakeholder communications. Responsibilities include tracking, measuring and reporting goal attainment of all communications strategies and plans. The specialist is expected to build and maintain extensive knowledge regarding all LEO-E&T programs and proactively communicate across any medium in the appropriate style and voice – including for executive-level leadership. The specialist also serves as the primary writer and copy editor for LEO-E&T's press releases, websites, publications, promotional materials, presentations and talking points. The specialist is also expected to stay current with best practices and emerging trends in strategic communications and proactively make recommendations to LEO-E&T accordingly.

The function of the position's work area and how it fits into that function: Communication, Experience & Support Services is responsible for developing and executing integrated communication, technology and data system support and data security strategies, strategic/operational planning, employee engagement and experience efforts. It supports employers, job seeker, educational providers, students and partners (i.e. Michigan Works! Agencies), as well as internal stakeholders, by ensuring access to systems, programs and information to help them make connections with each other.

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

EDUCATION:

Possession of a bachelor's degree in English, journalism, communications, broadcasting, telecommunications, advertising, communication arts, marketing, public relations, or a related field.

EXPERIENCE:

Communications Specialist 13 - 15

Four years of professional experience in the communications field equivalent to a Communications Representative, including two years equivalent to a Communications Representative P11 or one year equivalent to a Communications Representative 12.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Expert verbal and written communication skills.
- Demonstrated success with strategic communications across multiple mediums each requiring a unique style and voice: press releases, feature stories, speeches, websites, social media, etc.
- Knowledge of workforce development programs and policies.
- Knowledge of state government and policies.
- Demonstrated success as a spokesperson.
- High level of computer skills (web-based, Microsoft Office, etc.).
- Ability to evaluate complex information and effectively communicate appropriately to various audiences.
- Strong leadership, organizational, problem solving, conflict resolution and critical thinking skills.
- High degree of initiative and independent decision-making.

CERTIFICATES, LICENSES, REGISTRATIONS:

None