

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

<b>Position Code</b> 1. STDDADM1T82N
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## 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> STATE POLICE
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b> Office of the Director
<b>4. Civil Service Position Code Description</b> State Administrative Manager-1	<b>10. Division</b> Communications and Outreach Division (COD)
<b>5. Working Title (What the agency calls the position)</b> External Communication Manager	<b>11. Section</b> External Communication Section
<b>6. Name and Position Code Description of Direct Supervisor</b> BANNER, SHANON R; SENIOR POLICY EXECUTIVE	<b>12. Unit</b>
<b>7. Name and Position Code Description of Second Level Supervisor</b> HAWKINS, CHRISTOPHER J; SENIOR MANAGEMENT EXECUTIVE	<b>13. Work Location (City and Address)/Hours of Work</b> 7150 Harris Drive, Dimondale, MI 48821 / Monday-Friday 8 a.m. to 5 p.m.

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

Responsible for managing and overseeing the External Communication Section within the Communications and Outreach Division. This position is responsible for disseminating public information and developing multi-media communication campaigns that help achieve department priorities and advance favorable attitudes toward the department. This position organizes and directs the priorities of subordinate employees and has direct responsibility for the development of public information and promotional activities in accordance with the MSP Brand Character, media relations, media training, speechwriting, and social media communication. This position also plays a key role as a member of the Director's crisis management team tasked with handling sensitive, confidential, and controversial public issues.

**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: 40**

Program administration

**Individual tasks related to the duty:**

- Support the department's vision, mission, and strategic plan by developing external communication strategies and by providing guidance to department members on external messaging.
- Ensure the formulation of current and long-range multi-media communications plans using earned, owned, and paid media.
- Oversee the content for a variety of external communications mediums, including news releases, official statements, articles, website, videos, and social media.
- Draft talking points, scripts, and statements from the Director in written or spoken form.
- Evaluate media, public relations, and marketing activities to optimize efforts and increase effectiveness.
- Storyboard or translate ideas and concepts to the creative team, when needed.
- Coordinate and collaborate with the managers and staff of the Internal Communication Section, as well as district public information officers for maximum effectiveness.
- Review and approve all external materials prepared by section staff and others to ensure quality of product and compliance with MSP Brand Character.
- Ensure department media relations policy remains current in regard to laws, trends, and tools available; revise or create department policy regarding public affairs matters as needed.
- Implement best practices into the department's public affairs planning process.
- Proactively monitor media activities for events that could impact the department and prepare appropriate responses for department managers.
- Coordinate the opportunity to use state and national news events to convey messages regarding public safety.
- Serve as a member of the Director's crisis management team for advice on external communication response to crisis situations that affect the department's reputation and relationships.
- Serve as lead spokesperson and lead speechwriter for the department and serve in a lead role during activation of the state's Joint Information Center.
- Assist in bureau and division program planning, policy, and strategic planning processes, as needed.

**Duty 2**

**General Summary:**

**Percentage: 40**

Supervision of staff

**Individual tasks related to the duty:**

- Provide supervision and direct the work of all staff assigned to the External Communication Section with responsibility for media relations, speech writing, social media, videography, web design and community outreach initiatives.
- Select and hire staff.
- Provide assignments, guidance, and evaluation of work performed by staff.
- Maintain oversight of policies, procedures, and official orders relating to external communication, to include the creation and maintenance of the department's Brand Guidelines and Brand Character.
- Approve marketing and communications materials and strategies including news releases, official statements, public correspondence, brochures, displays, campaigns, and media relations activities including news conferences and response to incidents resulting in media exposure.
- Develop, implement, and monitor the section's Contractual Service Agreements and Service Contracts.
- Direct the preparation of correspondence related to section activities.
- Responsibility for management of department's external newsletter subscriber list.
- Responsibility for the maintenance of the department's media contacts list.
- Responsibility for the management of the department's video and photo library.
- Responsibility for the management and maintenance of the department's public website.
- Serve as the department's liaison to other state agency PIOs and to the Governor's Communications Office.

**Duty 3**

**General Summary:**

**Percentage: 10**

Training of department members and public safety professionals.

**Individual tasks related to the duty:**

- Create and direct training classes and presentations pertaining to public and media relations.
- Research and develop training programs regarding media relations, social media, special events, and marketing department services.
- Coordinate and direct training at conferences, workshops, and meetings as requested.
- Provide consultation to department members, other police agencies, and the public/private sector during critical incident response activities.

- Responsibility for the management, maintenance, and training related to the department's mobile app, MSP Mobile.

#### Duty 4

**General Summary:**

**Percentage: 5**

Build professional contacts and networks.

**Individual tasks related to the duty:**

- Establish and maintain effective relationships to promote the department's goals, objectives, and services through active involvement in committees, groups, and meetings with public and private sector representatives at the local, county, state, and national levels.
- Maintain active membership in the Public Relations Society of America, IACP PIO Section, and National Information Officers Association.

#### Duty 5

**General Summary:**

**Percentage: 5**

Other tasks as assigned

**Individual tasks related to the duty:**

- Serve on committees and attend meetings, as needed.
- Assist with development of division strategies and plans.
- Prepare documents, reports, and materials as requested by division director and assistant director.
- Assist with special event planning and coordination

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

This position makes decisions on the commitment of section resources and exercises considerable independent judgment in the development of communications messages and official department responses. The results of these decisions often have a public and immediate impact and are perceived as the official position of the Director/Department. Oftentimes, the topic at hand is highly sensitive, confidential, or controversial. An inappropriate remark or improper response can have a major impact on the department's image and exposure to civil liability. The dissemination of incorrect or inappropriate information could result in a negative impact on investigations or result in litigation against the department.

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

Issues that are politically sensitive or controversial require consultation with supervisor, as well as areas where department position or policy is unclear or uncertain. Projects requiring additional funding or resources require division director 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.**

Driving an automobile, operating common office and audio-visual equipment, standing, sitting, typing, writing, walking, stooping, kneeling, carrying, and bending are all physical tasks that may be performed occasionally. 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.

<u>NAME</u>	<u>CLASS TITLE</u>	<u>NAME</u>	<u>CLASS TITLE</u>
DOUGOVITO, LORI B	COMMUNICATIONS SPECIALIST-2 13	BALLINGER, BREANNA N	COMMUNICATIONS REP-A 12
CHRISTMAN, CHRISTIE E	COMMUNICATIONS REP-A 12	LASH, CLAIRE A	MEDIA PRODUCTION SPECIALIST-E P11

Additional Subordinates

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

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

Responsible for managing and overseeing the External Communication Section within the Communications and Outreach Division. This position is responsible for disseminating public information and developing multi-media communication campaigns that help achieve department priorities and advance favorable attitudes toward the department. This position organizes and directs the priorities of subordinate employees and has direct responsibility for the development of public information and promotional activities in accordance with the MSP Brand Character, media relations, media training, speechwriting, and social media communication. This position also plays a key role as a member of the Director's crisis management team tasked with handling sensitive, confidential, and controversial public issues.

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

New position

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

The External Communication Section is part of the Communications and Outreach Division, which also includes the Internal Communication Section. The function of the External Communication Section is to develop and disseminate public information and multi-media communication that helps achieve department priorities and advances favorable attitudes. On a daily basis, this position organizes and directs the priorities of subordinate employees and has direct responsibility for the development of public information and promotional activities, media relations, media training, speechwriting, and social media communication. This position also plays a key role as a member of the Director's crisis management team tasked with handling sensitive, confidential, and controversial public issues.

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.

**EXPERIENCE:**

**State Assistant Administrator 15**

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

**Alternate Education and Experience**

**State Administrative Manager 15**

Education level typically acquired through completion of high school and two years of safety and regulatory or law enforcement experience at the 14 level; or, one year 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:**

Advanced knowledge of protocols and procedures for effective external communications, to include marketing and branding. Ability to communicate effectively and use independent judgment. Organizational skills used to supervise employees and daily activities of a deadline-driven section. Advanced verbal/written communication skills, public speaking experience, advanced knowledge of planning, marketing, and promotional events. Knowledge of MS Office software including Word, Excel, and Power Point. Knowledge of project management and organization, ability to manage heavy workloads and multiple priorities under possible high stress conditions. Knowledge of police department activities, services, policies and procedures and those of state government. Familiarity with legislative and media relations procedures/ policies.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

N/A

*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.*

JENNIFER GRAY

12/21/2023

\_\_\_\_\_  
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