

**State of Michigan  
Civil Service Commission  
COMPENSATION  
400 South Pine Street, P.O. Box 30002, Lansing, Michigan 48909**

**UNCLASSIFIED POSITION DESCRIPTION**

<b>Department</b>	<b>Title of Position</b>
Department Of State	Sr. Elections Communications Specialist
<b>Position Code</b>	<b>Incumbent</b>
<p><b>As outlined in Article XI of the Constitution (see below) is this position:</b>    <input type="checkbox"/> Exempt/Policy-Making    <input type="checkbox"/> Excepted  <input checked="" type="checkbox"/> Exempt/Not Policy-Making</p> <p><b>Section 5:</b> <i>The classified state civil service shall consist of all positions in the state service <b>except</b> those filled by popular election, heads of principal departments, and members of boards and commissions, the principal executive officer of boards and commissions heading principal departments, employees of courts of record, employees of the legislature, employees of the state institutions of higher education, all persons in the armed forces of the state, eight <b>exempt</b> positions in the office of the governor, and within each principal department, when requested by the department head, two other <b>exempt</b> positions, one of which shall be <b>policy-making</b>. The civil service commission may <b>exempt</b> three additional positions of <b>policy-making</b> nature within each principal department.</i></p>	
<p><b>GENERAL SUMMARY: Briefly summarize the general function and purpose of this position.</b></p> <p>The Senior Elections Communications Strategist is a senior member of the Executive Leadership Team. This position develops and executes the Secretary's media and public relations strategy around election and voting information in Michigan. This position works closely with Secretary of State, the executive leadership team and the Department communications staff to develop and implement elections communications strategies, including creating and maintaining high-level messaging priorities, managing paid media campaigns, advising and developing key messaging for events involving media and policy related to elections and election administration. This position also leads on national-level media inquiries and pitches related to election information and messaging. The Senior Elections Communications Strategist reports to the Chief of Staff.</p>	
<p><b>DESCRIPTION OF WORK: Briefly describe each major function or program for which the position is responsible. Use a separate numbered paragraph for each function or program.</b></p> <ul style="list-style-type: none"> <li>• Leads election-related communication strategy for the Michigan Department of State <ul style="list-style-type: none"> <li>· Develops and executes media and public relations strategy around election and voting rights in Michigan.</li> <li>· Identifies weekly/monthly communications goals, themes and messaging relating to elections and voting information in Michigan.</li> <li>· Advises and reviews press releases, media advisories and key messaging for Secretary of State.</li> <li>· Manages high-level messaging priorities, working with MDOS Director of Communications and Media Relations, MDOS External Affairs and MDOS Executive Team.</li> <li>· Working closely with MDOS Communications team, advises on response to media inquiries related to elections</li> <li>· Organizes and hosts media briefings on elections, updates and maintains voting and elections webpages</li> <li>· Assists on supporting, staffing and prepping Secretary on election-related media interviews and engagements</li> <li>· Generates confidence, promotes an environment of team-work, integrity, accountability.</li> <li>· Demonstrates high standards of trust, honesty, and respect for the diversity of individuals.</li> </ul> </li> <li>• Coordinates election messaging and media relations with external partners. <ul style="list-style-type: none"> <li>· Liaise with other government communications teams on election-related communications strategy</li> <li>· Works with MDOS team and stakeholders to disseminate and amplify messaging and announcements related to election administration.</li> </ul> </li> <li>• Oversees execution of paid and earned media voter education campaigns <ul style="list-style-type: none"> <li>· Works collaboratively with MDOS teams and partners to oversee content creation</li> <li>· Reviews and approves distribution and channel strategy</li> <li>· Oversees performance management of campaigns, identifies and implements performance improvement opportunities</li> </ul> </li> </ul>	

DESCRIPTION OF WORK (continued):

**TO BE COMPLETED BY APPOINTING AUTHORITY**

Identify any statutory sections or applicable Public Acts upon which the position functions or pay is based.

List the names and titles of employees immediately supervised by this position.

<u>Name</u>	<u>Class Title</u>	<u>Name</u>	<u>Class Title</u>

Name and Title of Immediate Supervisor

Christina Anderson; Chief of Staff

I certify that the entries on these pages are accurate and complete.

\_\_\_\_\_  
Appointing Authority's Signature

\_\_\_\_\_  
Date