

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

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| Position Code |
| 1. STUDASTE |

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.

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| 2. Employee's Name (Last, First, M.I.) | 8. Department/Agency MiLEAP |
| 3. Employee Identification Number | 9. Bureau (Institution, Board, or Commission) Office of Higher Education |
| 4. Civil Service Position Code Description Student Assistant-E | 10. Division Student Aid & Access |
| 5. Working Title (What the agency calls the position) Student Assistant- Marketing | 11. Section |
| 6. Name and Position Code Description of Direct Supervisor SOMERVILLE, CHAD C; STATE ADMINISTRATIVE MANAGER-1 | 12. Unit |
| 7. Name and Position Code Description of Second Level Supervisor COSME, DIANN; STATE DIVISION ADMINISTRATOR | 13. Work Location (City and Address)/Hours of Work 105 W. Allegan St. Lansing, MI 48933 / Monday-Friday 8:00am-5:00pm |

14. General Summary of Function/Purpose of Position

This position provides office support to outreach staff in MiLEAP's Office of Higher Education with various tasks associated with the administration of State student financial aid programs. The primary focus of this position will be to support marketing efforts related to MI Student Aid programs, which include social media, graphic design for publications, and providing visual aids for publications, webinars, PowerPoints, posters etc. May also assist with processing of documents, data entry, and processing mailings for the Outreach unit.

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: 50

Assist with the development of social media content that supports MI Student Aid programs. Assist with the design of visual aids for Student Financial Bureau materials including publications (electronic and print), posters, web/digital graphics, and infographics.

Individual tasks related to the duty:

- Create social media content drafts for approval.
- Draft social media posts through social media content management tools.
- Assist with creating social media strategy and calendar.
- Assist with the research of social media trends and best practices.

Duty 2

General Summary:

Percentage: 40

Assist with creative design of MiLEAP Office of Higher Education materials.

Individual tasks related to the duty:

- Assist with the graphic design and updating of publications.
- Assist with creative design of manuals and reports.
- Design posters and other collateral used by outreach teams.
- Make recommendations on promotional materials.
- Ensure all materials meet ADA requirements.

Duty 3

General Summary:

Percentage: 10

Perform other duties as assigned.

Individual tasks related to the duty:

- Assist with processing High School Data Use Agreements.
- Assist in the Customer Care Center as needed.
- Assist with the data entry tasks.
- Process mailings, as needed.
- Schedule webinars for outreach team.

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

Research the best types of software to utilize for graphic designs. The design and general layout of printed materials for students, families, counselors and financial aid professionals.

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

All visuals and content must be approved by the supervisor before printing/posting.

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.

Packing outreach materials for events or processing mailings- Up to 30 pounds of lifting at a time may be required.

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 Assign work.
 N Approve work.
 N Review work.

N Approve time and attendance.

N Provide guidance on work methods.

N Orally reprimand.

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?

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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 function of the Office of Higher Education is to administer and promote state financial aid programs. The division disburses approximately \$550 million annually in state funding. The division is also responsible for the collection of funds and is required to maintain integrity in the administration of the programs.

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.

EXPERIENCE:

Student Assistant A

No specific type or amount is required. Marketing or graphic design experience is desired.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Some knowledge of terminology and subject matter in the area of work to be performed.
- Some knowledge of office equipment or materials used in the work.
- Ability to use a computer.
- Ability to follow oral and written instructions.
- Ability to learn the work of the agency.
- Ability to communicate effectively with others.
- Ability to maintain favorable public relations.
- Excellent written communication skills.
- General knowledge of the principles of design.
- Knowledge of industry standard software.
- Ability to use graphics/layout software on a Windows platform.
- General knowledge of digital graphics, document layout, and typography are highly desirable.

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.

MICHAELA CAREY

Appointing Authority

1/7/2026

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