

<b>Position Code</b> 1.
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**State of Michigan**  
**Civil Service Commission**  
 Capitol Commons Center, P.O. Box 30002  
 Lansing, MI 48909  
**POSITION DESCRIPTION**

This position description serves as the official classification document of record for this position. Please complete this form 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>
VACANT	MICHIGAN DEPARTMENT OF AGRICULTURE AND RURAL DEVELOPMENT
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b>
<b>4. Civil Service Position Code Description</b>	<b>10. Division</b>
<b>Departmental Specialist-2</b>	EXECUTIVE OFFICE
<b>5. Working Title (What the agency calls the position)</b>	<b>11. Section</b>
WEB ADMINISTRATOR	OFFICE OF ORGANIZATIONAL INNOVATION
<b>6. Name and Position Code Description of Direct Supervisor</b>	<b>12. Unit</b>
GEORGE NOONAN, STATE ADMINISTRATIVE MANAGER 15	
<b>7. Name and Position Code Description of Second Level Supervisor</b>	<b>13. Work Location (City and Address)/Hours of Work</b>
KENNETH MCFARLANE, CHIEF DEPUTY DIRECTOR	CONSTITUTION HALL 525 W. ALLEGAN STREET LANSING, MI 48933 M-F 8:00 TO 5:00
<b>14. General Summary of Function/Purpose of Position</b>	
<p>This position serves as a specialist for the administration and coordination of the Department of Agriculture and Rural Development (MDARD) web pages. This position leads, manages, and maintains all aspects of the Department web pages which involves working with strategic action plan teams to incorporate web strategy and architecture in the problem-solving process, implementing culture change activities, as well as serving as a liaison between the Strategic Action Planning Teams and the Executive Office in relation to web content.</p> <p>An integral part of this position also includes analyzing research results to recommend and define web page structure, content, functionality and interactivity needs in collaboration with division web liaisons. This position also ensures compliance with the Americans with Disabilities Accessibility Standards Act.</p>	

**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 of Duty 1                      % of Time 80**

Lead, manage, and maintain all aspects of the Department's web pages to include web page strategic action planning.

**Individual tasks related to the duty:**

- Lead, manage, and maintain ongoing administration and technical support of the Department's web pages.
- Ensure consistency and uniformity for the Department's online presence in support of the strategic action plan.
- Serve as liaison and maintain consistent communication between the Strategic Action Planning Teams and the Executive Office in relation to web content.
- Provide remediation recommendations to leadership on accessibility and usability issues.
- Conduct accessibility-testing in accordance with agency goals and objectivities.
- Develop and implements initiatives for assessing the accessibility of online resources.
- Evaluate content for accuracy and ADA compliance.
- Create accessibility standards and recommendations of policies and procedures.
- Ensure internet home page content is refreshed and update on a continuing basis.
- Interpret existing and proposed DTMB policies and procedures as they relate to the internet and intranet sites and ensure that MDARD websites comply.
- Design and implement methods for website review, evaluation, cost analysis, goals and implementation plans.
- Perform website modifications or content updates that are significant to the Department.
- Identify best practices for compliance with accessibility requirements that pertain to web and digital accessibility.
- Incorporate current web strategy and architecture into problem-solving processes.
- Interpret existing and proposed state and federal requirements.
- Analyze and evaluate complex data in response to inquiries or system testing.
- Identify and recommend improvements on technologies, processes, and procedures.

Duty 2

**General Summary of Duty 2                      % of Time 15**

Plan, create and provide training.

**Individual tasks related to the duty.**

- Participate in all meetings related to system web administration.
- Lead efforts to create and implement training material/information for division web liaisons regarding accessible website design, electronic document accessibility, optimization, navigation, load times, functionality, and navigating web pages.
- Coordinate content inventory exercises with each Division.
- Identify ROT (Redundant, Outdated, and Trivial) Analysis of existing content.
- Develop and deliver training for Division staff.
- Prepare and lead soft launch test plan.
- Collaborate with security policy and data management review teams to ensure state standards are met.
- Recommend policies and procedures regarding compliance.
- Develop and implement strategies to provide technical assistance to Department staff including Microsoft Forms and Power Automate.

Duty 3

**General Summary of Duty 3**

**% of Time 5**

Other duties as assigned

**Individual tasks related to the duty.**

- Research and investigate new trends and technologies that impact the Department's web efforts.
- Participate in work groups to provide recommendations as needed.
- Maintain written instructions, guidelines, and documentation.
- Perform other related duties as directed by supervisor.

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

This position, working within department guidelines set by the executive office, will make decisions regarding the technical architecture, design, and rewrite appropriateness of information to be contained in developed materials and in what format the materials should be. The incumbent will be responsible for maintaining the department's internet and intranet (SharePoint) sites to new platforms and technologies. The decisions made will directly impact the reputation of the department with all who utilize the services.

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

- Production of materials that could be politically sensitive or address controversial issues.
- Development of new major initiatives.
- New budget expenditures.

18. What kind of physical effort is used to perform this job? What environmental conditions is this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

This position is in an office setting and requires extensive time utilizing a computer and sitting for extended periods of time.

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. (If more than 10, list only classification titles and the number of employees in each classification.)

<u>NAME</u>	<u>CLASS TITLE</u>	<u>NAME</u>	<u>CLASS TITLE</u>

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

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

This position serves as MDARD's Web Administrator. This position will serve as the point person with the technical knowledge of the best way to lead, manage, and maintain all aspects of the Department's web pages. This position keeps abreast of technology and analysis tools and how best to utilize that in the mission of the divisions and department. This position works in close collaboration with other department personnel in achieving these goals.

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

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

This position is in the Office of Organizational Innovation (OOI) within the Executive Office, and works closely with the division web liaisons, and division communication coordinators, as well as DTMB technical staff. The OOI is responsible for the overall technical support for the department. This position fills the role as web administrator for the department.

**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:**

Three years of professional experience, including one year of experience equivalent to the experienced (P11) level in state service.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge and ability to develop and maintain web and Intranet sites.

Ability to interpret and explain departmental services and programs.

Ability to work well independently as well as with others and to organize and coordinate multiple tasks simultaneously.

Ability to manage multiple projects simultaneously, ability to work as a team with colleagues across all levels of the organization.

Knowledge and ability to utilize social media.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

*NOTE: Civil Service approval of this position does not constitute agreement with or acceptance of the desirable qualifications for 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's Signature

\_\_\_\_\_  
Date

**TO BE FILLED OUT BY APPOINTING AUTHORITY**

Indicate any exceptions or additions to statements of the employee(s) or supervisors.

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

\_\_\_\_\_  
Appointing Authority Signature

\_\_\_\_\_  
Date

**TO BE FILLED OUT BY EMPLOYEE**

*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's Signature

\_\_\_\_\_  
Date

**NOTE: Make a copy of this form for your records.**