

## 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> DEPT OF INS AND FIN SERVICE
<b>3. Employee Identification Number</b>	<b>9. Bureau (Institution, Board, or Commission)</b>
<b>4. Civil Service Position Code Description</b> Communications Rep-E	<b>10. Division</b>
<b>5. Working Title (What the agency calls the position)</b> Communications Representative	<b>11. Section</b>
<b>6. Name and Position Code Description of Direct Supervisor</b> LEWIS, CHELSEA A; STATE OFFICE ADMINISTRATOR	<b>12. Unit</b>
<b>7. Name and Position Code Description of Second Level Supervisor</b> GYGER, KARIN; SENIOR CHIEF DEPUTY DIRECTOR	<b>13. Work Location (City and Address)/Hours of Work</b> 530 W. Allegan St., Lansing 48915 / M-F 8:00am-5:00pm
<b>14. General Summary of Function/Purpose of Position</b> This position is responsible for day-to-day communication activities and collaborate with the communication team to ensure effective communication, write press releases and speeches/briefings, and develop PowerPoint presentations, promotional emails, and other marketing and outreach collateral.	

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: 75**

Responsible for day-to-day communication activities

**Individual tasks related to the duty:**

- Draft news releases, editorials, PowerPoint presentations, articles, etc.
- Review material and the presentations for public speaking engagements.
- Participate as the presenter/speaker on behalf of the department as part of the outreach program, as needed.
- Draft survey questions and perform analysis of survey related data.
- Work on the alignment of established strategic plans, incorporating all communications functions of the Department, supporting the department's regulatory, legislative, and educational efforts.
- Keep abreast of all DIFS related issues, attend, and participate in meetings.
- Provide assistance and make recommendations of effective and efficient methods of communication external and internally to DIFS.
- Develops and maintains positive working relationships within the Department, other state agencies, and media outlets.
- Contribute to establishing goals and developing metrics for analyzing progress toward the goals.
- Attend meetings as a representative for the Office of Communications.

**Duty 2**

**General Summary:**

**Percentage: 15**

Assist with social media and content creation for the Department.

**Individual tasks related to the duty:**

- Working closely with the DIFS Social Media Manager & Graphic Designer to monitor all DIFS social media accounts including, Facebook, LinkedIn, X and more.
- Creating and social media scheduling content as needed.
- Staying on top of trends in the social space.

**Duty 3**

**General Summary:**

**Percentage: 10**

Special projects and other duties as assigned.

**Individual tasks related to the duty:**

- Serve as a back-up to the DIFS Communication Specialist – 13, as needed.
- Special projects as assigned.
- Other duties as assigned.

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

Decisions are made regarding communication efforts affecting the goals of the department.

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

Decisions that are politically and/or sensitive release of information that affects the department's goals and strategic plan.

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.

Physical effort typical of an office environment.

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):

- |                            |                                    |                            |               |
|----------------------------|------------------------------------|----------------------------|---------------|
| <input type="checkbox"/> N | Complete and sign service ratings. | <input type="checkbox"/> N | Assign work.  |
| <input type="checkbox"/> N | Provide formal written counseling. | <input type="checkbox"/> N | Approve work. |

N Approve leave requests.

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?

I agree

23. What are the essential functions of this position?

See Box 14

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

New establishment.

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

The function of this area is to lead and support in the department's communication efforts and promote activities related to insurance and financial services. This position's primary duties are to provide assistance with day-to-day communication activities.

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 English, journalism, communications, broadcasting, telecommunications, advertising, communication arts, marketing, public relations, or a related field.

**EXPERIENCE:**

**Communications Representative 9**

No specific type or amount is required.

**Communications Representative 10**

One year of professional experience in preparing and disseminating informational and promotional materials equivalent to a Communications Representative 9.

**Communications Representative P11**

Two years of professional experience in preparing and disseminating informational and promotional materials equivalent to a Communications Representative, including one year equivalent to a Communications Representative 10.

**Alternate Education and Experience**

**Communications Representative 9**

Possession of a bachelor's degree in any major with two years of experience equivalent to a Communications Representative may be substituted for the education requirement.

OR

Completion of 60 semester (90 term) credits including 16 semester (24 term) credits in any combination of coursework in the following areas: English, journalism, communications, broadcasting, telecommunications, advertising, communication arts, marketing, or public relations, AND two years of experience equivalent to a Communications Representative may be substituted for the education requirement.

OR

Educational level typically acquired through completion of high school and four years of experience equivalent to a Communications Representative may be substituted for the education requirement.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge, skills and abilities as described in the job specification, plus:

- Ability to communicate clearly orally, in writing, and in public speaking situations; ability to develop effective presentations.
- Knowledge of emergency management principles and procedures.
- Knowledge of outreach methods and techniques.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

none

*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.***

ERMELINDA GARZA

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

10/17/2024

\_\_\_\_\_  
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