

Position Summary

This summary describes the organization, duties, and requirements of a State of Michigan vacancy.

Position Code: COMNREPEB31N

Civil Service Class and Level: COMMUNICATIONS REP-E

Working Title (What the agency calls the position): Communications Representative

Name and Position Code Description of Direct Supervisor: ROOT, KIMBERLY F; STATE ADMINISTRATIVE MANAGER-1

Department/Agency: STATE POLICE

Bureau (Institution, Board, or Commission): State Services Bureau

Division: Grants and Community Services Division

Section: Office of School Safety

Unit: OK2SAY

Work Location (City and Address)/Hours of Work: 7150 Harris Drive, Dimondale, MI / Varying hours, typically 8 a.m. until 5 p.m.

General Summary of Function/Purpose of Position: This position serves as resource for the outreach and education of the OK2SAY Student Safety Program, as well as the Office of School Safety (OSS) and the Grants and Community Services Division (GCSD). This position provides communications support and graphic design expertise as well as technology-related consultation to the unit, section, and division leadership. This position is an integral member of the OSS team and relied upon to develop written and visual concepts to communicate critical ideas that inform and educate students, parents, school personnel, other state agencies and the legislature regarding OK2SAY. This position collaborates with other MSP divisions, including the Intelligence Operations Division and Communications and Outreach Division (COD), in order to develop and distribute effective OK2SAY communication materials. This position also has oversight of the OK2SAY website content and is responsible for posting consistent updates. Further, this position represents the OK2SAY Student Safety Program at school events, conferences, symposia, and expositions. This Position functions in a bias free manner.

Assigned duties and tasks for each duty.

Duty 1: Serve as a resource to the OKSAY Student Safety Program, the OSS and the GCSD in developing written and visual concepts to communicate critical ideas to students, parents, school personnel, law enforcement, other state agencies and the Michigan Legislature, as well as other stakeholder groups.

- Be an essential component of the OSS team to fully understand and integrate new ideas and resources for all OK2SAY written and visual material.
- Assist in writing and designing the OK2SAY annual report and prepare for distribution to the Michigan Legislature and EOG as required by the Student Safety Act.
- Create designs for posters, newsletters, promotional materials, and other resources associated with the OK2SAY Student Safety Program.
- Assist the OSS with the development of resource materials for projects related to school safety, including but not limited to, workshops, trainings, conferences, and the administration of grants.
- Collaborate with the COD to develop social media posts highlighting OK2SAY.
- Collaborate with the Department of Technology, Management, and Budget (DTMB) Print Services for printing and distribution of printed materials.
- Create presentations for delivery to schools, community organizations, law enforcement agencies and other stakeholder groups.
- Create presentations for use by OK2SAY contracted presenters.
- Create video content for use in presentations and on the OK2SAY website.
- Based on feedback from stakeholder groups, make recommendations to improve visual communication.
- Monitor inventory of printed materials and promotional materials and make recommendations for re-ordering or creation of new materials.
- Support ADA compliance across the division, section and unit.

Duty 2: Monitor and update the OK2SAY and OSS websites via SiteCore. Support the GCSD with updates to other section web pages, as needed.

- Post new and updated content via SiteCore.
- Assist in the training of additional OSS staff in the technical aspects of SiteCore.
- Monitor ADA compliance of all material posted. When necessary, adjust content to meet compliance standards.
- Analyze website usage and analytics; make improvements based on data.

Duty 3: Represent the OK2SAY Student Safety Program at school events, conferences, symposia, and expositions. Attend quarterly meetings of the Mental Health and School Safety Commission in order to provide support for the sharing of key data points and delivery of presentations.

- Have full knowledge of OK2SAY materials and presentations in order to answer questions of attendees.
- Be the liaison between schools and other education partners who have questions or requests about OK2SAY materials and presentations.
- Provide technical support for OK2SAY presenters, ensuring all equipment, digital resources, and presentation tools function properly.

Duty 4: Other duties as assigned by the leadership of the OSS and the GCSD.

- Assist with writing and graphic design projects.
- Assist with training in new software and hardware.
- Other duties as assigned

Types of decisions made independently and whom or what those decisions affect: This position will make independent judgement regarding written and visual concepts intended to communicate key messages associated with the OK2SAY Student Safety Program.

Types of decisions that require the supervisor's review: Final approval of resource and promotional materials for distribution, including the legislatively mandated OK2SAY Annual Report. Final approval of content for the OK2SAY and OSS websites. Decisions regarding the purchase of promotional materials.

Physical effort used to perform this job and environmental conditions of this position: This position is performed primarily in an office setting with some requirement for lifting and transporting resource and promotional materials. Travel will be required to attend events and conferences. There is a significant amount of communication involved in the work which is typically conducted via email and phone.

Names and classes and levels of employees whom this position immediately supervises:

The essential functions of this position: Providing analytical assistance to the OK2SAY Student Safety Program, as well as support for the OSS and the GCSD.

The function of the position's work area and how it fits into that function: The public-facing portion of the OK2SAY Student Safety Program is housed within the OSS. This position is a critical resource in assuring strong awareness of the program and creating a high level of engagement with schools.

Minimum education, experience, and credentials typically needed to perform the position's essential functions:

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:

- Excellent written and verbal communication skills
- Ability to coordinate, organize and evaluate visual materials
- Extensive knowledge of design trends, software and hardware associated with graphic design best practices
- Editing and design skills
- Working knowledge of Microsoft Office, Adobe Creative Suite and SiteCore
- Knowledge of proper English usage, spelling, and grammar including Associated Press writing style.
- Ability to write professionally, clearly, and succinctly.

CERTIFICATES, LICENSES, REGISTRATIONS:

N/A