

**State of Michigan
Civil Service Commission**

Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code

1. DEPTALTE

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.

2. Employee's Name (Last, First, M.I.)	8. Department/Agency DEPT OF INS AND FIN SERVICE
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Departmental Analyst-E	10. Division Office of Consumer Services
5. Working Title (What the agency calls the position) Outreach Coordinator	11. Section
6. Name and Position Code Description of Direct Supervisor CAMPBELL, RENEE J; SENIOR DEPUTY DIRECTOR	12. Unit Consumer Assistance
7. Name and Position Code Description of Second Level Supervisor HALL, LAURA; CHIEF DEPUTY DIRECTOR	13. Work Location (City and Address)/Hours of Work 530 Allegan St., Lansing, MI / 8:00 A.M. – 5:00 P.M., Monday - Friday

14. General Summary of Function/Purpose of Position

This position is responsible for developing and implementing a consumer educational program, which provides protection, assistance, and guidance to Michigan residents who have questions or problems concerning insurance and financial services, including no-fault insurance and catastrophic accident care related questions. Responsibilities include developing, planning, and conducting statewide insurance resources through outreach and communications activities, creating and executing outreach strategies to increase awareness of insurance education, including no-fault auto insurance, and providing a direct link between Michigan communities and DIFS. This involves direct contact with Michigan residents by providing information on their rights and responsibilities as it relates to the insurance and financial services industries regulated by DIFS and relative to federal and state laws. This position will work closely with the DIFS' Office of Communications to ensure cohesiveness of messaging, materials, and talking points. It also involves direct contact with Michigan residents to provide assistance and guidance regarding all insurance and financial services and the relative Michigan laws.

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

Act as the department's liaison with the general public and legislative offices by implementing a consumer education and outreach program for insurance and financial services, including no-fault and catastrophic accident care.

Individual tasks related to the duty:

- Provide outreach and education for insurance and financial services, including no-fault automobile insurance and catastrophic automobile accident care claims.
- Research and analyze data to determine the educational needs of the general public on all industry related subject matter.
- Identify and develop specific consumer related materials, presentations, and resources for targeted/legislatively mandated/statewide programs or that meet the unique needs of specific audiences.
- Provide consultation and conduct educational seminars for consumers at various community locations as needed or upon request. Represent DIFS at outreach events.
- Participate as the subject matter expert at community resource centers to assist with consumer issues and other matters.

Duty 2

General Summary:

Percentage: 40

Develop consumer educational program and materials.

Individual tasks related to the duty:

- Identify and coordinate the educational needs of Michigan's citizens and communities related to insurance and financial services, including no-fault automobile insurance and catastrophic accident care claims.
- Recommend guidelines for educational programs to senior deputy director.
- Interpret state and federal laws, policies, and procedures to assist in determining the needs of the public.
- Research and identify helpful resources for the program from other state and federal agencies.
- Work with the DIFS' Office of Communications to identify and coordinate educational opportunities in the community.
- Ensure DIFS' branding is consistent for all communications (including PowerPoint presentation, articles, flyers, etc.).
- Write press releases, consumer alerts, website content, newsletter articles, etc. directed to Michigan consumers.

Duty 3

General Summary:

Percentage: 10

Provide other support to the Office of Consumer Services as needed or as directed by the senior deputy director. Perform other duties as assigned.

Individual tasks related to the duty:

- Prepare memorandum/special reports for supervisor, researching case law or other financial services related laws, attending seminars, taking related classes to expand knowledge, or other tasks or projects as assigned.
- Act as a direct liaison for the DIFS Director with consumers seeking a personal audience on their complaint file.
- Resource person available to analysts who have a consumer complaint file, that though the complaint file has been completed and closed, consumer continues to want one-on-one attention to review facts in an attempt to reopen the file.
- Assist on special projects as requested.
- Attends seminars and related classes to expand knowledge.
- 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 that may affect the content of the educational seminars. Represents DIFS at meetings and outreach events. Uses discretion to create a positive public image. Ensures that appropriate monitoring and reporting requirements are addressed, and that the information is available and presentable.

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

Decisions not covered by supervisor directive, department policy, or guidelines.

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.

Position duties and tasks are performed in a traditional office environment which includes considerable sitting, occasional standing, limited lifting; considerable microcomputer usage, which involves repetitive motions involved in data entry and normal office routines. Position may involve in-state travel by automobile for outreach events (which includes sitting, standing, and limited lifting). Overnight travel may be required. Will need to carry displays and boxes of handouts to outreach events.

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):

- | | |
|---|--|
| ☐ Complete and sign service ratings. | ☐ Assign work. |
| ☐ Provide formal written counseling. | ☐ Approve work. |
| ☐ Approve leave requests. | ☐ Review work. |
| ☐ Approve time and attendance. | ☐ Provide guidance on work methods. |
| ☐ Orally reprimand. | ☐ 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 the outreach coordinator for Michigan residents who have questions or problems concerning insurance and financial services, including no-fault insurance and catastrophic accident care related questions. The essential duties of the position include developing and implementing a consumer educational program on insurance and financial services. This position will develop, plan, and conduct statewide insurance resources through outreach and communications activities. This position is responsible for creating and executing outreach strategies to increase awareness of insurance and financial services education, including no-fault auto insurance, and provides a direct link between Michigan communities and DIFS. It also involves direct contact with Michigan residents to provide assistance and guidance regarding all insurance and financial services and the relative Michigan laws and will represent DIFS at outreach events.

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 office is responsible for all consumer assistance activities, including oversight of the Communications Center, which serves as the initial point of contact for all incoming calls. The section is responsible for responding to and providing excellent service to consumers who contact DIFS with a complaint or inquiry regarding property, casualty, life and health insurance, annuities and financial service entities. This position will provide information and education materials to citizens and the legislature as it relates to insurance and financial services, including no-fault and catastrophic claims.

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:

Departmental Analyst 9

No specific type or amount is required.

Departmental Analyst 10

One year of professional experience.

Departmental Analyst P11

Two years of professional experience, including one year of experience equivalent to the intermediate (10) level in state service.

Alternate Education and Experience**Departmental Analyst 9 - 12**

Educational level typically acquired through completion of high school and the equivalent of at least two years of full-time active-duty experience at or above the E-6 level in the uniformed services may be substituted for the education requirement.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Exceptional analytical skills.
- Ability to interpret laws, rules, and regulations relative to the Department.
- Ability to effectively communicate both verbally and in writing.
- Excellent Microsoft Office skills, especially Word, PowerPoint, and Excel.
- Ability to organize, evaluate, and present information effectively to large and small groups.

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

10/17/2024

Appointing Authority

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