

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

Position Code 1. COMSPL2A29N
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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 EDUCATION
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description COMMUNICATIONS SPECIALIST-2	10. Division Superintendent's Office
5. Working Title (What the agency calls the position) Department Spokesperson	11. Section Office of Public and Governmental Affairs
6. Name and Position Code Description of Direct Supervisor WHEATON, JAMES; STATE OFFICE ADMINISTRATOR	12. Unit
7. Name and Position Code Description of Second Level Supervisor RICE, MICHAEL; SUPERINTENDENT OF PUBLIC INSTR	13. Work Location (City and Address)/Hours of Work 608 W. Allegan St. Lansing, MI. 48933 / Monday - Friday, 8:00 a.m. - 5:00 p.m.

14. General Summary of Function/Purpose of Position

This position serves as the department spokesperson and assists the office administrator (director) responsible for all aspects of communications for the Michigan Department of Education. The position serves as the primary news media spokesperson for the department and either responds to media inquiries or refers to the director for response. The position is involved in strategically developing messaging on key department initiatives and delivering those messages to the public via the news media. Other duties include representing the administrator while out of the office and managing the flow of communications and timing of messages to ensure the appropriate steps are executed. The position assists in developing and implementing various state and/or targeted communications and public awareness efforts and activities; serves as department spokesperson; analyzes impact of department programs, policies, initiatives; and serves as policy advisor to the superintendent and department offices and staff. The position is responsible for developing and implementing strategies to communicate important department messages on social media. The position tracks media coverage of the department and important education issues that affect the department and local schools. The position also writes and edits material communications as directed, including press releases, talking points, media statements, speeches, columns, and op-eds.

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: 30**

Serves as the department spokesperson and assists the office administrator in the management of communication efforts in the Michigan Department of Education Office of Public and Governmental Affairs.

Individual tasks related to the duty:

- Responds to media inquiries about the department by providing information to the media and/or coordinating media interviews with department leadership and subject matter experts.
- Handles media inquiries in a strategic fashion to get across key messages that the department wants to convey to the public through the media.
- Carries out special media related projects as assigned by the office administrator.
- Prepares talking points for use in media interviews.
- When necessary, elevates media requests regarding sensitive issues to the office administrator.
- Represents the state office administrator (director) and serves as the go-to person in the office, advising and assisting Office of Public and Governmental Affairs staff in the absence of the office administrator (office director).
- Attends and participates in leadership meetings representing the office administrator, when appropriate.
- Serves as a communications advisor to the state superintendent and Michigan Department of Education offices and staff.
- Develops, or assists in development, of various communications protocols and guidelines

Duty 2

General Summary: **Percentage: 30**

Represents office administrator (director) and department with media initiatives.

Individual tasks related to the duty:

- Oversees daily monitoring of news media for education related issues and stories of interest to the department.
- Supports office administrator (director) by writing press releases on department initiatives as assigned. Edits and proofreads press releases and other communications.
- Researches relevant education studies to assess overall impact on Michigan educational programs.
- Plans print and broadcast media activities, including interviews, roundtable discussions, editorial boards and press conferences with board and department leadership.
- Develops and coordinates media comments and materials for state superintendent and department leaders and staff.
- Compiles background information and research to prepare media responses on department and education policies, issues, and actions.

Duty 3

General Summary: **Percentage: 20**

Advises and provides guidance to Michigan Department of Education leadership in development and implementation of various state or targeted communications and public awareness efforts and activities, including via social media.

Individual tasks related to the duty:

- Develops and implements creative and effective social media messaging for the department and maximizes use of communications technologies to deliver department messages and goals.
- Collaborates with state superintendent, state board of education members, state office administrator (office director), and department office directors and staff to assist in creation and implementation of a strategic communications plan for the department.
- Develops and implements internal and external communications strategies and plans on key State Board of Education and Michigan Department of Education policies, reports, and issues.
- Assesses public attitudes toward departmental programs and initiatives.
- Collaborates and contributes to branding and creative strategy for the department.
- Evaluates previous state communications efforts and advises office administrator on any current needs.

Duty 4

General Summary: **Percentage: 15**

Directs, designs, and develops communication materials and tools such as speeches, talking points, multi-media presentations, columns, op-ed and editorial responses.

Individual tasks related to the duty:

- Develops and coordinates the development of State Board and Department publications, talking points, frequently asked questions, brochures, posters, research documents, and other materials and information to support internal and external communications activities.
- Reviews and approves various department and State Board print and electronic publications, materials, and presentations.
- Stays current on, and applies, cutting-edge communications and marketing technologies to department programs and initiatives.

Duty 5

General Summary:

Percentage: 5

Assists in developing, reviewing, and updating content on the Michigan Department of Education website.

Individual tasks related to the duty:

- Reviews and updates general content on the website.
- Provides guidelines to department leadership and staff in developing the general content for the website.
- Recommends, implements, and maintains site design and operation.

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

Explains education policy and provides information to the news media and general public and responds to inquiries from the news media. Represents the office administrator (office director) and department at various conferences and meetings. Identifies content for speeches, talking points, publications, and materials to provide information to news media and public.

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

The supervisor must approve any deviation from established policy or message. Controversial or sensitive issues also would be brought to the attention of the supervisor, as would select communications strategies, activities, and materials.

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.

Office environment/remote work with some travel required. Position requires extended use of computer and keyboard typing.

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"/> 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 the department spokesperson and assists the office administrator (director) responsible for all aspects of communications for the Michigan Department of Education. The position serves as the primary news media spokesperson for the department and either responds to media inquiries or refers to the director for response. The position is involved in strategically developing messaging on key department initiatives and delivering those messages to the public via the news media. Other duties include representing the administrator while out of the office and managing the flow of communications and timing of messages to ensure the appropriate steps are executed. The position assists in developing and implementing various state and/or targeted communications and public awareness efforts and activities; serves as department spokesperson; analyzes impact of department programs, policies, initiatives; and serves as policy advisor to the superintendent and department offices and staff. The position is responsible for developing and implementing strategies to communicate important department messages on social media. The position tracks media coverage of the department and important education issues that affect the department and local schools. The position also writes and edits material communications as directed, including press releases, talking points, media statements, speeches, columns, and op-eds.

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

Duty 1 now includes spokesperson and special projects tasks. Media relations and social media have become a bigger part of the position's responsibilities as identified in duties 3 and 4. Duties 1 and 2 changed to 30%. Duty 3 changed to 20% and duty 4 changed to 15%. Percentages of duties have changed to better reflect the overall scope of work.

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

The function of the work area is:

To provide quality support to the department, State Board of Education, and department leadership and staff in the development and implementation of external relations/communications strategy regarding education.

To interact with the state superintendent and executive and legislative staff when appropriate regarding communications issues related to education policy and programs.

To provide assistance to the media regarding education issues; to support the office administrator (office director) by providing high-quality assistance in completion of special projects and materials requested by the state superintendent and State Board of Education

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Bachelor's degree in English, journalism, communications, broadcasting, telecommunications, advertising, or communication arts.

Or

Educational level typically acquired through completion of high school and at least 8+ years of experience equivalent to a Communications Representative.

EXPERIENCE:

Four years of professional experience in the communications field equivalent to a Communications Representative, including two years equivalent to a Communications Representative P11 or one year equivalent to a Communications Representative 12.

Or

At least 8+ years of experience equivalent to a Communications Representative.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge and ability to interact with various media forms and outlets with poise, diplomacy, and discretion.

Skilled and accurate writer, with experience in speech writing; editing; editorial writing; script writing.

Knowledge of state government, including state and federal legislative systems.

Must possess good news sense and ability to judge the value and appropriateness of departmental information to the media.

Ability to communicate well with others both verbally and in writing.

CERTIFICATES, LICENSES, REGISTRATIONS:

NA

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.

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

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