

OFFICE OF FINANCIAL AND INSURANCE SERVICES JOB VACANCY NOTICE

CLASS/LEVEL: Communications Representative 12
DIVISION/SECTION: Office of the Commissioner
DEADLINE TO RESPOND: 11-28-07

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 INTERESTED APPLICANTS SHOULD SUBMIT A COPY OF COLLEGE TRANSCRIPTS (CANNOT ACCEPT INTERNET BASED TRANSCRIPTS), RESUME, DLEG APPLICATION, ONE-PAGE WRITING SAMPLE AND COVER LETTER TO DLEG, OFFICE OF FINANCIAL AND INSURANCE SERVICES, HUMAN RESOURCES/BUDGET DIVISION/OFIS 07-34, P.O. BOX 30220, LANSING, MICHIGAN 48909 OR FAX TO (517) 335-1450 BY THE DEADLINE DATE.

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                               |
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| COUNTY/LOCATION         | Ingham/Lansing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                               |
| PAY RANGE               | \$20.18-\$29.50/hour                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                               |
| DESCRIPTION OF POSITION | This position serves as the recognized resource and media liaison working with bureau management and staff while learning all aspects of the financial services industries that OFIS regulates. Responsible for drafting and executing a communications plan after discussion with appropriate bureau staff. Responsible for producing a variety of other written materials including, but not limited to, press releases, newspaper columns, newsletter articles, speeches, promotional pamphlets, and brochures. These materials will concern a broad range of topics falling within the financial services industry. Upon request, and in a learning capacity, will also review written materials produced by divisions within the agency. |                                                                                                                               |
| EDUCATION               | Possession of a bachelor's degree in English, journalism, communications, broadcasting, telecommunications, advertising, or communication arts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                               |
| EXPERIENCE              | Three 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 P11.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                               |
| SPECIAL REQUIREMENTS    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                               |
| RESPOND TO              | Posting No.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | OFIS 07-34                                                                                                                    |
|                         | Address:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | DLEG, Office of Financial & Insurance Services, Human Resources/Budget Division/OFIS07-34, P. O. Box 30220, Lansing, MI 48909 |
|                         | E-Mail Address:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                               |

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|--|------|----------------|
|  | Fax: | (517) 335-1450 |
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The State of Michigan is an Equal Opportunity Employer  
Civil Service Rule 1-7 states: All persons offered employment in the classified service are required to submit to and pass a pre-employment drug test as a condition of employment

**This is an announcement of a position vacancy and does not constitute an offer of employment.**

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

Federal privacy laws and/or state confidentiality requirements protect a portion of this information.

**POSITION DESCRIPTION**

This form is to be completed by the person that occupies the position being described and reviewed by the supervisor and appointing authority to ensure its accuracy. It is important that each of the parties sign and date the form. If the position is vacant, the supervisor and appointing authority should complete the form.

This form will serve as the official classification document of record for this position. Please take the time to complete this form as accurately as you can since the information in this form is used to determine the proper classification of the position. **THE SUPERVISOR AND/OR APPOINTING AUTHORITY SHOULD COMPLETE THIS PAGE.**

|                                                                                                                        |                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>2. Employee's Name (Last, First, M.I.)</b></p>                                                                   | <p><b>8. Department/Agency</b><br/><br/>LABOR &amp; ECONOMIC GROWTH</p>                                                                |
| <p><b>3. Employee Identification Number</b></p>                                                                        | <p><b>9. Bureau (Institution, Board, or Commission)</b><br/><br/>OFFICE OF FINANCIAL AND INSURANCE SERVICES</p>                        |
| <p><b>4. Civil Service Classification of Position</b><br/>COMMUNICATIONS REPRESENTATIVE 12</p>                         | <p><b>10. Division</b><br/><br/>OFFICE OF THE COMMISSIONER</p>                                                                         |
| <p><b>5. Working Title of Position (What the agency titles the position)</b><br/>COMMUNICATIONS REPRESENTATIVE</p>     | <p><b>11. Section</b></p>                                                                                                              |
| <p><b>6. Name and Classification of Direct Supervisor</b><br/>VACANT, STATE ADMINISTRATIVE MANAGER 15</p>              | <p><b>12. Unit</b></p>                                                                                                                 |
| <p><b>7. Name and Classification of Next Higher Level Supervisor</b><br/>LINDA WATTERS, COMMISSIONER, UNCLASSIFIED</p> | <p><b>13. Work Location (City and Address)/Hours of Work</b><br/>611 W. OTTAWA, LANSING<br/>8:00 A.M. - 5:00 P.M., MONDAY - FRIDAY</p> |

**14. General Summary of Function/Purpose of Position**  
The communications representative serves as the recognized resource and media liaison for the Office of Financial and Insurance Services (OFIS) working with bureau management and staff while learning all aspects of the financial services industries that OFIS regulates. Because the representative works with staff responsible for regulating the Insurance, Banking, Credit Union and Securities industries in Michigan, the position requires an adaptable individual who is willing to work on a wide variety of technical issues in a fast paced work environment. The position will draft and execute a communications plan after discussion with appropriate bureau staff. Responsible for producing a variety of other written materials including, but not limited to, press releases, newspaper columns, newsletter articles, speeches, promotional pamphlets, and brochures. These materials will concern a broad range of topics falling within the financial services industry. Upon request, and in a learning capacity, will also review written materials produced by divisions within the agency.

**For Civil Service Use Only**

**15. Please describe your assigned duties, percent of time spent performing each duty, and explain what is done to complete each duty.**

**List your duties in the order of importance, 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** 60

In a learning capacity responsible for internal and external communications.

**Individual tasks related to the duty.**

- Prepare and issue OFIS press releases with review by appropriate bureau staff for accuracy of industry technical information.
- Draft speeches, articles, scripts and other communications for use by the commissioner and other OFIS employees as they present information about OFIS to all interested parties.
- Serve as adviser to OFIS staff regarding proper procedures for internal and external communications.
- Discuss financial industry needs and legislative needs with appropriate staff and conduct research for preparing and distributing of OFIS communications in all forms of media, including written documents, video clips, web sites and any other appropriate media.
- Coordinate the preparation and distribution of routine communications, including the commissioner's correspondence, responses to federal agencies and associations as it relates to the financial services industry and the OFIS newsletter.
- Serve as media liaison with the department, other agencies and the media.
- Determine various DLEG services and support that is available in supporting DLEG's efforts and assess the most efficient way to disseminate information to bureau staff.
- Review and understand the policies governing bureau-related media matters.

Duty 2

**General Summary of Duty 2**                      **% of Time** 20

Background research and surveys

**Individual tasks related to the duty.**

- Conduct background research and surveys, plan and coordinate interviews for research purposes.
- Contact appropriate bureau staff, departmental and industry sources to obtain information required to prepare reports, press releases, articles and other materials.
- Communicate with other agencies, organizations and employees to coordinate communications programs.

Duty 3

**General Summary of Duty 3**

**% of Time 10**

In a learning capacity prepare an annual communications plan.

**Individual tasks related to the duty.**

- Research and analyze, using surveys and other tools, the need for communications of various types. This includes reviewing all appropriate legislation, regulations, federal regulatory communications and other sources to determine if OFIS is required to produce specific communications according to a stated schedule.
- Establish and maintain OFIS' communication design, policies & procedures.
- Establish and maintain a master plan and schedule for the production of all required and planned communications in all forms of media.
- Prepare, maintain and implement a mission, goals and objectives for OFIS' communications program.
- With the assistance of the support staff, maintain all master distribution lists for all communication types.
- Establish and maintain all processes and systems used to produce and distribute communications.
- Maintain, create and update publications and educational material with assistance from other staff for different target audiences.

Duty 4

**General Summary of Duty 4**

**% of Time 10**

Miscellaneous Communications Assignments

**Individual tasks related to the duty.**

- Attend department communications related meetings.
- Serve as the liaison with the department for all communications matters.
- Perform special assignments given by Commissioner.

Duty 5

**General Summary of Duty 5**

**% of Time** \_\_\_\_\_

**Individual tasks related to the duty.**

- 

Duty 6

**General Summary of Duty 6**

**% of Time** \_\_\_\_\_

**Individual tasks related to the duty.**

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16. Describe the types of decisions you make independently in your position and tell who and/or what is affected by those decisions. Use additional sheets, if necessary.

How to best communicate vital information to a target audience. What information should be routinely produced by OFIS and in what formats. How to answer media inquiries regarding important issues. All parties interested in OFIS' activities could be affected by the accuracy and completeness of OFIS' communications.

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

How to handle issues with significant economic, political and/or policy impact.

18. What kind of physical effort do you use in your position? What environmental conditions are you physically exposed to in your position? Indicate the amount of time and intensity of each activity and condition. Refer to instructions on page 2.

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.

19. List the names and classification titles of classified employees whom you immediately supervise or oversee 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. My responsibility 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.      |

21. I certify that the above answers are my own and are accurate and complete.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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

**TO BE COMPLETED BY DIRECT SUPERVISOR**

**22. Do you agree with the responses from the employee for Items 1 through 20? If not, which items do you disagree with and why?**  
Yes.

**23. What are the essential duties of this position?**

This position coordinates, produces and distributes all OFIS' internal and external communications. This includes directly preparing communications, establishing standards for the production of communications and ensuring that all needed communications are accurately prepared and distributed in a timely basis in accordance with OFIS' annual communications plan. Also includes research and analysis pertaining to financial services regulations with assistance from appropriate bureau staff and management.

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

Downgrading position to backfill. It is expected the successful candidate will already possess communications experience, knowledge, skills, and abilities, but will require a learning period on the technical aspects of the insurance, banking, credit union, and securities industries.

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

The Office of the Commissioner is responsible for setting regulatory policy relative to the business of financial services entities in Michigan. This position coordinates, prepares and distributes all OFIS' internal and external communications.

26. In your opinion, 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, or communication arts.

**EXPERIENCE:**

Three 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 P11.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of various communications techniques and use of various media.
- Ability to effectively use all forms of communication.
- Knowledge of state and federal laws and legislative process in regards to financial services industry.
- Ability to communicate effectively both in writing and verbally.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

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

27. 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**

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

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

\_\_\_\_\_  
Appointing Authority's Signature

\_\_\_\_\_  
Date