

MICHIGAN CIVIL SERVICE COMMISSION
JOB SPECIFICATION

COMMUNICATIONS REPRESENTATIVE

JOB DESCRIPTION

Employees in this job complete and oversee a variety of professional assignments to implement communication strategies related to the activities of state departments. Employees write, edit, and oversee the design of print and online materials such as speeches, newsletters, and brochures for various communication channels. Work is performed by reviewing and analyzing the suitability of departmental publications, reports, and research data before release to the public.

There are four classifications in this job.

Position Code Title - Communications Rep-E

Communications Representative 9

This is the entry level. As a trainee, the employee carries out a range of professional communications representative assignments while learning the methods of the work.

Communications Representative 10

This is the intermediate level. The employee performs an expanding range of professional communications representative assignments in a developing capacity.

Communications Representative P11

This is the experienced level. The employee performs a full range of professional communications representative assignments in a full-functioning capacity. Considerable independent judgment is used to make decisions in carrying out assignments that have significant impact on services or programs. Guidelines may be available, but require adaptation or interpretation to determine appropriate courses of action.

Position Code Title - Communications Rep-A

Communications Representative 12

This is the advanced level. The employee may function as a lead worker or senior worker. At this level, employees are responsible for overseeing the work assignments of other professionals or have regular assignments which have been recognized by Civil Service as having significantly greater complexity than those assigned at the experienced level.

NOTE: Employees generally progress through this series to the experienced level based on satisfactory performance and possession of the required experience.

JOB DUTIES

NOTE: The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

Plans and conducts public relations programs in order to disseminate informational, educational, and promotional materials concerning the activities of a state department.

Prepares and distributes news releases, photographs, fact sheets, etc. to media representatives and other interested parties.

Prepares content for a variety of communication channels including web, email, print, video, and presentations.

Works with community representatives in the development, promotion, coordination, implementation, and/or modification of department programs.

Assesses public attitudes toward the department and its programs and develops programs to promote favorable attitudes.

Promotes favorable public image through such publicity efforts as speeches, exhibits, films, tours and question/answer sessions.

Reviews and analyzes the suitability of departmental publications, reports, and research data before release to the general public.

Makes educational presentations to both lay and professional groups regarding department programs and/or obtains professional personnel to do so.

Encourages individuals to utilize department programs.

Maintains records and prepares reports and correspondence related to the work.

Performs related work as assigned.

Additional Job Duties

Communications Representative 12 (Lead Worker)

Oversees the work of professional staff by making and reviewing work assignments, establishing priorities, coordinating activities, and resolving related work problems.

Communications Representative 12 (Senior Worker)

Performs on a regular basis professional communications representative assignments, which are recognized by Civil Service as more complex than those assigned at the experienced level.

JOB QUALIFICATIONS

Knowledge, Skills, and Abilities

NOTE: Some knowledge in the area listed is required at the entry level, developing knowledge is required at the intermediate level, considerable knowledge is required at the experienced level, and thorough knowledge is required at the advanced level.

Knowledge of the principles and practices of communications representation.

Knowledge of public relations techniques.

Knowledge of the preparation and use of all types of informational media; including digital/social media, newspaper, television, radio and video publicity programs.

Knowledge of proper English usage, spelling, and grammar including Associated Press writing style.

Knowledge of automated word processing equipment.

Knowledge of pertinent departmental programs.

Knowledge of interviewing techniques.

Knowledge of community resources and community organization.

Ability to write professionally, clearly, and succinctly.

Ability to obtain pertinent information from interviews.

Ability to prepare and distribute such media devices as news releases, photographs, and fact sheets.

Ability to make presentations and speak before groups regarding department programs.

Ability to use social media branding as a communication platform.

Ability to maintain records, prepare reports, and correspondence related to the work.

Ability to plan and conduct public relations programs.

Ability to communicate effectively with others.

Ability to maintain favorable public relations.

Additional Knowledge, Skills, and Abilities

Communications Representative 12 (Lead Worker)

Ability to organize and coordinate the work of others.

Ability to set priorities and assign work to other professionals.

Working Conditions

None

Physical Requirements

None

Education

Possession of a bachelor's degree in English, journalism, communications, broadcasting, telecommunications, advertising, communication arts, 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.

Communications Representative 12

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.

Alternate Education and Experience

Communications Representative 9

Possession of a bachelor's degree in any major with two years of professional experience in preparing and disseminating informational and promotional materials may be substituted for the education requirement.

Special Requirements, Licenses, and Certifications

None

NOTE: Equivalent combinations of education and experience that provide the required knowledge, skills, and abilities will be evaluated on an individual basis.

JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION

Job Code

Job Code Description

COMNTNREP

COMMUNICATIONS REPRESENTATIVE

Position Title

Position Code

Pay Schedule

Communications Rep-E

COMNREPE

NERE-174

Communications Rep-A

COMNREPA

NERE-180

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03/29/2015