

MICHIGAN CIVIL SERVICE COMMISSION
JOB SPECIFICATION

COMMUNICATIONS SPECIALIST

JOB DESCRIPTION

Employees in this job function as professional specialists, with responsibility for a communications program or specialty area, or as an administrative assistant to an administrator or executive. Positions are (1) designated as specialists by the Appointing Authority; (2) accepted and classified by Civil Service; (3) require advanced knowledge in the field of work; (4) responsible for highly complex assignments; (5) the scope of responsibility is significant; and (6) the job function has considerable impact within the department. Typically, positions in this job do not supervise.

There are three classifications in this job.

Position Code Title - Communications Specialist-2

Communications Specialist 13

The employee functions as a second-level specialist or as an administrative assistant to a deputy bureau director, office director, major office director, division director, or unclassified equivalent.

Position Code Title - Communications Specialist-3

Communications Specialist 14

The employee functions as a third-level specialist or as an administrative assistant to a bureau director or unclassified equivalent.

Position Code Title - Communications Specialist-4

Communications Specialist 15

The employee functions as a fourth-level specialist or as an administrative assistant to a deputy director, chief deputy director, or unclassified equivalent.

NOTE:

There are two professional specialist concepts:

Specialty Area: Functions administered by an agency to provide a product or service to the agency's constituency. Specialty areas must be of significant breadth, depth, complexity, and importance to the agency. Such positions are typically responsible for providing expert advice in the area of specialty to department management, outside entities, and/or the public; directing and conducting highly complex studies and analyses without technical direction; and developing and monitoring procedures, guidelines, and policies that are the foundation of the program or specialty area.

Appointing Authority designation as a specialist is required at all levels for positions assigned a specialty area. To determine if the specialist job exceeds the 13-level, the position must be evaluated by the Appointing Authority using the Professional Specialist Position Evaluation System factors to recommend the appropriate classification level.

Administrative Assistant: Professional positions that have as their predominant and essential function the responsibility to advise and assist a manager, administrator, or executive in all areas for which the official is responsible. Typically, the position does not have supervisory responsibility, but participates in a staff capacity in budget development, personnel matters, program planning, policy and procedure development, meetings on behalf of the supervisor, and other areas of the supervisor's responsibility.

Appointing Authority designation as the Administrative Assistant is required at all levels. Determination of classification levels for administrative assistant positions is based upon the duties assigned and the reporting relationship.

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.

Administrative Assistant:

Advises and assists the official in all areas of responsibility.

Carries out special projects as assigned by the official.

Assists in program planning, policy, and procedural development.

Participates in budget development.

Represents the official at meetings.

Specialist:

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, social media, video, and presentations.

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

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

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

Formulates procedures, policies, and guidelines for assigned communications programs.

Performs duties of unusual significance or importance to the Department.

Makes recommendations in areas of expertise.

Develops program goals and plans for implementation.

Develops alternative strategies for programs based on analysis and research in an assigned specialty area.

Acts as a liaison with other agencies, organizations, and employees to coordinate communications programs.

Plans and coordinates the training of staff in communications activities.

Serves as a technical advisor and liaison with industry, community groups, and/or governmental agencies.

Conducts special projects.

Prepares special studies and reports.

Prepares budgets.

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

Performs related work as assigned.

JOB QUALIFICATIONS

Knowledge, Skills, and Abilities

NOTE: The degree of knowledge required is a function of job complexity, program or specialty scope, and impact which increases with the level of the position.

Administrative Assistant:

Knowledge of the principles and techniques of administrative management; including, organization, planning, staffing, training, budgeting, and reporting.

Knowledge of fiscal planning, budgeting, and management.

Specialist:

Knowledge of the operational and technical problems involved in the administration of a specialized program.

Knowledge of the assigned program specialty.

Administrative Assistant and Specialist:

Knowledge of methods of planning, developing, and administering programs.

Knowledge of state and federal laws and legislative processes related to the work.

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 reporting methods and techniques.

Ability to plan, direct, and coordinate program and administrative activities of a complex, interrelated, and interdependent nature where unknowns and numerous contingency factors are involved.

Ability to formulate policies and procedures relevant to program areas based on information of a conceptual nature from varied and complex sources.

Ability to plan, coordinate, and expedite work projects.

Ability to interpret complex rules and regulations.

Ability to use social media branding as a communication platform.

Ability to communicate with others professionally, clearly, and succinctly both verbally and in writing.

Working Conditions

None

Physical Requirements

None

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 Specialist 13 - 15

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.

Special Requirements, Licenses, and Certifications

Certain positions may be assigned subclass codes and individuals appointed must possess the required specialized experience.

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

COMNTNSPL

Job Code Description

COMMUNICATIONS SPECIALIST

Position Title

Communications Specialist-2

Communications Specialist-3

Communications Specialist-4

Position Code

COMSPL2

COMSPL3

COMSPL4

Pay Schedule

NERE-182

NERE-186

NERE-188

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10/01/2023