

**MICHIGAN CIVIL SERVICE COMMISSION
JOB SPECIFICATION**

PROMOTIONAL SPECIALIST

JOB DESCRIPTION

Employees in this job function as professional specialists with responsibility for a promotions 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 - Promotional Specialist-2

Promotional 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 - Promotional Specialist-3

Promotional 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 - Promotional Specialist-4

Promotional 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:

Formulates policy, promotes and establishes international trade programs for the sale of Michigan products abroad, the stimulation of investment of foreign capital in Michigan, consumer marketing, or tourism programs.

Furnishes industrial executives with information on such industrial and commercial location factors as state and local taxes, transportation facilities, available labor supply and power, water and other natural resources.

Promotes and coordinates the sale and control of lottery operations.

Plans and coordinates programs to promote businesses for minority or disadvantaged persons.

Promotes and coordinates displays, exhibits, fairs, demonstrations, and trade shows.

Initiates and implements services and programs in specialized areas such as tourist and arts promotion; low income housing; traffic safety; agricultural products, machinery and livestock; or job service.

Solicits the cooperation of press, radio, and television for the promotion of programs and services.

Plans and develops advertising, displays, literature, and other promotional materials.

Formulates procedures and guidelines for assigned promotional 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 promotional programs.

Plans and coordinates the training of staff in promotional 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 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 communicate with others verbally and in writing.

Working Conditions

Some jobs require travel.

Physical Requirements

None

Education

Possession of a bachelor's degree in any major.

Experience

Promotional Specialist 13 - 15

Four years of professional experience equivalent to a Promotional Agent, including two years equivalent to a Promotional Agent P11 or one year equivalent to a Promotional Agent 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

PROMOSPL

Job Code Description

PROMOTIONAL SPECIALIST

Position Title

Promotional Specialist-2

Promotional Specialist-3

Promotional Specialist-4

Position Code

PROSPL2

PROSPL3

PROSPL4

Pay Schedule

NERE-182

NERE-186

NERE-188

SA

10/25/2015