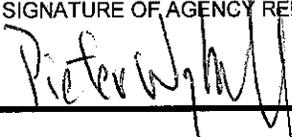


POSITION DESCRIPTION		AGENCY/DEPT ID Department of Administrative Services DAS101200
DIVISION OR INSTITUTION Administrative Support	UNIT OR OFFICE Office of Communications	COUNTY OF EMPLOYMENT Franklin

POSITION NUMBER 20005411 JOB CODE TITLE Management Analyst Supervisor 2 JOB CODE 63216	<input type="checkbox"/> Reclassification <input type="checkbox"/> New Position <input checked="" type="checkbox"/> Update		Position Hyperlinked to <input type="checkbox"/> Agency Organizational Tree	
	USUAL WORKING TITLE OF POSITION Communications Manager		POSITION NO. AND TITLE OF IMMEDIATE SUPERVISOR 20072119 Deputy Director 4	
	<input checked="" type="checkbox"/> Permanent <input type="checkbox"/> Temporary <input type="checkbox"/> Intermittent	<input checked="" type="checkbox"/> Classified <input type="checkbox"/> Unclassified <input type="checkbox"/> Essential	Overtime: <input type="checkbox"/> Eligible <input checked="" type="checkbox"/> Exempt If FLSA Exempt, exemption type:	Bargaining Unit 22 PR 14 Page 1 of 1
	NORMAL WORKING HOURS (Explain unusual or rotating shift): FROM: 8:00 a.m. TO: 5:00 p.m.			
JOB DESCRIPTION AND WORKER CHARACTERISTICS				
%	Job Duties in Order of Importance	Knowledge, Skills & Abilities		
55	Serves as Department of Administrative Services (DAS) Communications Manager with oversight of all written & electronic forms of communication directed to DAS employees: develops necessary policies & procedures to ensure agency publications are appropriate, timely, & effective; uses marketing techniques (e.g., focus groups, usability studies, surveys) to evaluate effectiveness of agency publications and recommends necessary improvements; works with division managers & staff to create materials for distribution to state employees and DAS audiences (e.g., state employees, state agencies, DAS employees & general public); designs, writes & edits materials (e.g. instructional materials, manuals, public relations materials, newsletters & brochures) and develops marketing strategies to target specific audiences; formulates & implements policy regarding effective communication tools and methods for distribution & delivery (e.g., print vs. electronic, payroll inserts for state employees); attends publication production meetings; attends seminars/classes as needed to maintain knowledge of latest electronic & technological changes in publication software; oversees planning & design of marketing campaigns aimed at state employees who participate in state benefits programs.	Knowledge of (1) business administration; (2) agency & state government policies & procedures*; (3) operations research techniques; (4) public relations; (5) English composition & grammar. Skill in (6) operation of personal computer & associated hardware/software (e.g., Photoshop, Illustrator, PageMaker, Freehand, Flash, Dreamweaver, MS Word & Excel); (7) graphics creation, page layout & web site design. Ability to (8) deal with many variables & determine specific course of action; (9) use proper research methods in gathering data; (10) gather, collate & classify information about data, people or things; (11) draft & edit administrative policies, procedures, informational booklets & directives.		
25	Serves as the Communications Consultant: routinely checks in with the division deputy directors or program administrators to offer communications solutions to enhance their business or solve problems; assist in reviewing work products of lower level staff (e.g., Public Information Officers and Layout Design Artist).	Knowledge of 1, 2*, 3, 4, 5. Skill in 6, 7. Ability to 8, 9, 10, 11.		
20	Serves as the Editor for the DAS internal newsletter, The Public Servant. Responsible for generating story ideas, making reporting assignments for the PIO1 position with the office, editing final copy for the newsletter, and upholding the standards set for the newsletter by the Deputy Director for Communications and External Relations.	Knowledge of 1, 2*, 3, 4, 5. Skill in 6, 7. Ability to 8, 9, 10, 11.		
List Position Numbers & Job Titles of Positions Directly Supervised:		SIGNATURE OF AGENCY REPRESENTATIVE 	DATE 3/3/11	