Information Specialist

CLASS TITLE	CLASS CODE	SALARY GROUP	SALARY RANGE
INFORMATION SPECIALIST I	1830	B16	$40,918 - $61,130
INFORMATION SPECIALIST II	1831	B18	$45,521 - $71,055
INFORMATION SPECIALIST III	1832	B20	$51,158 - $81,351
INFORMATION SPECIALIST IV	1833	B22	$57,614 - $93,138
INFORMATION SPECIALIST V	1834	B24	$65,104 - $106,634

GENERAL DESCRIPTION

Performs informational and communications work involving the collection of information to develop, create, and produce content and materials for release to various communications media (broadcast, print, digital, and/or social) and for use by the agency, the general public, and other government agencies.

DISTINGUISHING CHARACTERISTICS

The Information Specialist job classification series is intended for positions that are responsible for communications, media, public relations, and/or social media content. This series is not intended for positions creating educational material relating to educational programs like an Education Specialist; creating and producing graphic and multimedia designs, including illustrations, logos, layouts, and photos like a Creative Media Designer, or developing and producing multimedia projects like a Multimedia Specialist.

EXAMPLES OF WORK PERFORMED

Develops and prepares organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for websites and social media.

Prepares and conducts speeches, press conferences, or meetings.

Conducts interviews and research, verifies sources, and ensures the completeness and accuracy of print and online materials.

Responds to general inquires about agency activities.

Obtains art and photographs for presentations, publications, and audiovisual productions.

Conducts marketing outreach to community and professional groups to promote interest in agency activities.

Establishes an effective presence on social media, including posting approved messages.

Analyzes content for accessibility and recommends changes to make content accessible and remediate accessibility issues.

Participates in usability testing for online content and develops enhancements.

Plans layout, design, illustration, production, color selection, and ink and paper selection for artwork.

Performs related work as assigned.

DESCRIPTION OF LEVELS

Examples of work and descriptions are meant to progress through the levels. For example, an employee at level V may also perform work listed within the previous levels.

***Note**: Factors that may distinguish between entry and journey levels include the degree of independence in performing the work and the complexity of the work and may include the employee's related experience, education, and certifications. Employees at the journey levels may independently perform the full range of work listed in the examples or may assist others in that work.*

INFORMATION SPECIALIST I: Performs entry-level informational and communications work. Works under close supervision, with minimal latitude for the use of initiative and independent judgment. Employees at this level may have limited experience or no experience and spend the majority of their time performing simple to routine work following standard procedures. Employees at this level may also assist others in performing work of greater complexity.

INFORMATION SPECIALIST II: Performs moderately complex (journey-level) informational and communications. Works under general supervision, with limited latitude for the use of initiative and independent judgment. Employees at this level may work more independently than those at the previous level, may routinely assist others in performing work of greater complexity, and may:

- Prepare and edit organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for websites and social media.
- Design and direct public information campaigns related to agency services.

***Note**: Any senior-level employee (levels III-V) can serve as a team lead or supervisor; however, supervisory responsibilities within this job classification series will normally be found at the IV and V levels. Senior-level employees may perform the full range of work listed in the examples above and may coordinate or oversee that work for others. Factors that may distinguish between senior levels include the scope of responsibility and oversight, the complexity of the work performed, and the employee's related experience, education, and certifications.*

INFORMATION SPECIALIST III: Performs highly complex (senior-level) informational and communications work. Works under limited supervision, with moderate latitude for the use of initiative and independent judgment. Employees at this level may:

- Coordinate preparation and distribution of organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for websites and social media.
- Coordinate the illustrative, photographic, or audiovisual content of products.
- Coordinate information programs, conferences, seminars, workshops, and public hearings.
- Analyze reports on social media activity and its effectiveness.
- Prepare content and general comments for posting on social media sites.

INFORMATION SPECIALIST IV: Performs advanced (senior-level) informational and communications work. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may fully perform highly complex informational and communications work and may:

- Evaluate effectiveness of news and information content produced by the organization and coordinate its distribution.
- Plan and execute public information programs, conferences, seminars, workshops, and public hearings.
- Consult with and advise agency leaders and staff about public information options and programs.
- Serve as primary agency liaison with the media and coordinate media visits.
- Monitor content on social media sites and/or prepare content and general comments for posting.
- Create and analyze reports on social media or web activity and its effectiveness.
- Develop strategies and tools to improve social media presence.

INFORMATION SPECIALIST V: Performs highly advanced (senior-level) informational and communications work. Works under minimal supervision, with extensive latitude for the use of initiative and independent judgment. Employees at this level may independently perform the most complex informational and communications work and may:

- Oversee preparation and distribution of news and information content produced by the organization.
- Oversee illustrative, photographic, or audio visual content of products.
- Oversee planning and implementation of public information programs, conferences, seminars, workshops and public hearings.
- Oversee use of social media sites, including approving messages and general comments.
- Compose and conduct usability assessments and testing of websites and other informational materials.
- Develop website and social media content strategies, policies, and procedures.
- Lead the evaluation and selection of social media platforms and software.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Experience in journalism, public relations, public information, communications, media relations, or social media work. Graduation from an accredited four-year college or university with major coursework in journalism, public relations, advertising, communications, or a related field is generally preferred. Experience and education may be substituted for one another.

KNOWLEDGE, SKILLS, AND ABILITIES

For all levels

- Knowledge of agency functions, policies, and procedures; news and communication media; various social media platforms; editing and preparing informational material; design principles; and publishing and broadcast industries.
- Skill in editorial and design practices, and in the use of a computer and applicable software.
- Ability to research and prepare information, to design communication plans and materials related to the goals and priorities of the agency, to compose usable content for websites and social media, to prepare copy and scripts, to design broad communications plans and materials, and to communicate effectively.

Additional for Information Specialist III – V levels

- Ability to oversee and/or supervise the work of others.