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 responsible for the development or distribution of information content through various communication channels. Employees in this series ensure consistent messaging and focus on the strategic and written aspects of communication.

This series is not intended for employees who create graphic and multimedia designs (such as illustrations, logos, layouts, and other visualizations), as those functions are more in line with the Creative Media Designer job classification series; nor is the Information Specialist series intended for employees responsible for the creation and production of multimedia content using photography, audio, or visual equipment, as those duties better align with the Multimedia Specialist job classification series.

Additionally, employees responsible for the creation and distribution of educational materials relating to an agency’s educational program would be more appropriately classified in the Education Specialist series. Similarly, employees who create technical documentation would be more appropriately classified in the Technical Writer series.

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 inquiries 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; the complexity of the work; the scope of responsibility; and the employee's related work experience, education, and certifications. Employees at the journey level (level II) may independently perform the full range of work identified within the current or previous level and may assist others in performing work of greater complexity.*

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.

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, and may rely on direction from others to solve problems that are not standard, and may:

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

***Note**: Any senior-level employee (levels III-V) may serve in a lead or supervisory role; however, supervisory responsibilities within this job classification series will typically be found at the IV and V levels, depending on the structure and size of the supervised group.*
Senior-level employees may perform the full range of work identified in the levels preceding their own, and may coordinate or oversee that work for others. Factors that may distinguish between senior levels include the scope of responsibility, oversight, and authority; the nature, complexity, scope, and impact of the work performed; and the employee's related work 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 the illustrative, photographic, or audiovisual content of products.
- Facilitate the scheduling of 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:

- 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

Agencies have the discretion to identify the general or specialized experience, education, or certifications required for positions and may tailor qualification requirements to specifically meet the agency's business needs. Agencies may substitute experience, education, military service, apprenticeships, and relevant credentials for one another, if appropriate and allowed by statute.

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 plan conferences, seminars, workshops, and public information events; to oversee and/or supervise the work of others.