



Information Specialist II

Salary Group: B17

Class Code: 1831

<u>CLASS TITLE</u>	<u>CLASS CODE</u>	<u>SALARY GROUP</u>	<u>SALARY RANGE</u>
INFORMATION SPECIALIST I	1830	B15	\$32,976 - \$52,045
INFORMATION SPECIALIST II	1831	B17	\$36,976 - \$58,399
INFORMATION SPECIALIST III	1832	B19	\$42,244 - \$68,960
INFORMATION SPECIALIST IV	1833	B21	\$48,278 - \$78,953
INFORMATION SPECIALIST V	1834	B23	\$55,184 - \$90,393

GENERAL DESCRIPTION

Performs moderately complex (journey-level) informational and communications work. Work involves collecting and preparing information to develop, create, and produce content and materials for release to various communications media (news, print, digital, and/or social) and for use by the agency, the general public, and other agencies. May provide guidance to others. Works under general supervision, with limited latitude for the use of initiative and independent judgment.

DISTINGUISHING CHARACTERISTICS

The Information Specialist job classification series is intended for positions that are responsible for communications, media, public relations and/or social media. This series is not intended for creating educational material relating to educational programs.

EXAMPLES OF WORK PERFORMED

Prepares and edits organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for Web sites and social media.

Prepares and conducts speeches, press conferences, or meetings.

Conducts interviews, researches sources, and ensures the completeness and accuracy of printed and online materials.

Responds to general information inquiries about agency activities.

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

Designs and directs public information campaigns related to agency services.

May assist in marketing programs to community and professional groups to coordinate, improve, and stimulate interest in agency programs.

May assist with establishing an effective presence on social media sites, including posting approved broadcast messages, and may assist with preparing general comments.

May analyze for accessibility; and may recommend changes to make content accessible and remediate accessibility issues.

May coordinate information programs, conferences, seminars, workshops, and public hearings.

May develop Web site and social media content and participate in usability testing and enhancements.

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

May provide guidance to others.

Performs related work as assigned.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Experience in journalism, public relations, public information, communications, or media relations 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

Knowledge of agency functions, policies, and procedures; of news and communication media; of various social media platforms; of editing and preparing informational material; of copy layout; and of publishing and broadcast industries.

Skill in editorial and design concepts and 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 the Web and social media, to prepare copy and scripts, to design broad communications plans and materials, to communicate effectively, and to provide guidance to others.