



# Information Specialist III

Salary Group: B19

Class Code: 1832

<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
<b>INFORMATION SPECIALIST III</b>	<b>1832</b>	<b>B19</b>	<b>\$42,244 - \$68,960</b>
INFORMATION SPECIALIST IV	1833	B21	\$48,278 - \$78,953
INFORMATION SPECIALIST V	1834	B23	\$55,184 - \$90,393

## GENERAL DESCRIPTION

Performs highly complex (senior-level) informational and communications work. Work involves coordinating the research, writing, editing, and production of content and materials for release to various communications media (news, print, digital, and/or social media) and for use by the agency, the general public, and other agencies. May supervise the work of others. Works under limited supervision, with moderate 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

Coordinates the preparation and distribution of organizational publications, news and informational releases, talking points and scripts, advisories, newsletters, fact sheets, and content for Web sites and social media.

Coordinates the illustrative, photographic, or audiovisual content of products.

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.

Designs and directs public information campaigns related to agency services.

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

Assists with analyzing content for accessibility; and assists in recommending changes to make content accessible and remediate accessibility issues.

May assist with analyzing reports on social media activity and its effectiveness.

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 prepare content for posting on social media sites, such as broadcast messages, and may prepare general comments.

May supervise the work of 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 supervise the work of others.