



Information Specialist IV

Salary Group: B21

Class Code: 1833

<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 advanced (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) and for use by the agency, the general public, and other agencies. May supervise the work of others. Works under limited supervision, with considerable 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 and evaluates 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.

Plans and executes public information programs, conferences, seminars, workshops, and public hearings.

Prepares and conducts speeches, press conferences, or meetings.

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

Consults with and advises agency leaders and staff about public information options and programs.

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

Serves as the primary agency liaison with the media, and coordinates media visits.

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

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

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

May create and analyze reports on social media or Web site activity and its effectiveness.

May develop or assist with developing strategies and tools to improve social media presence.

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.