



# Information Specialist V

Salary Group: B23

Class Code: 1834

<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
<b>INFORMATION SPECIALIST V</b>	<b>1834</b>	<b>B23</b>	<b>\$55,184 - \$90,393</b>

## GENERAL DESCRIPTION

Performs highly advanced (senior-level) informational and communications work. Work involves overseeing 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 public, and other agencies. May supervise the work of others. Works under minimal supervision, with extensive 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

Oversees 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.

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

Oversees the planning and implementation of 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.

Composes and conducts usability assessments and testing of Web sites and other informational materials.

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 and social media content and content strategies.

May develop or assist with developing social media policies and procedures.

May oversee social media sites, including preparing, monitoring, and/or approving broadcast messages, and may prepare general comments.

May lead the evaluation and selection of social media platforms and software.

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

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.