

Iowa Department of Administrative Services – Human Resources Enterprise
Job Classification Description

Information Specialist 3

Definition

Develops and coordinates a statewide communications or public relations program for a medium to large state agency frequently involving complex, technical subjects and controversial issues, or performs lead work duties over lower-level information specialists and other employees; performs related work as required.

The work examples and competencies listed below are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

Work Examples

Assists supervisor by performing such duties as instructing employees, answering questions, distributing and balancing the workload, and checking work; may make suggestions on selection, promotions, and reassignments.

Develops and maintains communications plans, strategies, goals, and objectives to promote agency programs, products, and services; ensures communications activities are consistent with agency strategic plan objectives and goals; reviews, researches, and updates policies.

Develops budgets for communications efforts and tracks costs; obtains printing and project estimates, manages production with vendors, and approves final products.

Writes and edits website and mobile application content; directs or performs website management and content development activities.

Writes, designs, edits, or directs preparation of electronic and printed informational materials; compiles and designs or directs preparation of program manuals, guides, toolkits, reports, public service announcements, newsletters, webinars, and other materials.

Develops and implements or directs implementation of social media strategies for Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, and other social media platforms; researches and recommends new applications and strategies as appropriate.

Plans events including organizing and coordinating meetings, news conferences, tours, conferences, and educational, recruitment, and community events or assisting with work; makes logistical arrangements; develops informational materials; assembles displays; provides publicity; provides staffing and coordinates volunteers; notifies media about events.

Responds to requests for information from the public, government agencies, businesses, advocacy groups, and other groups; prepares, reviews, or edits information for open records requests; ensures consistent responses to open records requests.

Develops and maintains or directs maintenance of department brand image and identity including standards for logo use and signage.

Establishes and maintains relationships with newspapers, television and radio stations, other government agencies, and private businesses.

Writes press releases, often involving complex, technical subjects or controversial or high-profile topics; prepares information for media kits; arranges interviews; oversees distribution of materials at press conferences; encourages media participation and arranges media interviews; establishes and oversees system to maintain and archive press articles; produces monthly summary reports.

Edits and rewrites publications and reports written by other agency staff to ensure grammar and punctuation are correct and content is appropriate for intended audiences.

Develops or oversees development of public service announcements for radio and television to promote or inform the public about agency programs or services.

Serves as agency spokesperson to media and general public; travels and attends meetings; prepares and presents educational and informational materials for consumer comment or at meetings, conferences, and community outreach events.

Writes, reviews, edits, and designs reports, informational materials, and speeches for management; investigates, compiles, and prepares research on policy issues; provides research and analysis to support policy and management decisions.

Directs and participates in processing still images and videos using cameras and related equipment; provides guidance and instruction to team members on photography equipment, settings, and techniques; maintains photo library; collaborates with staff on photo usage in communication and marketing materials.

Develops advertising campaigns and chooses media outlets including television, radio, internet, billboards, or newspapers to promote agency programs and services.

Competencies Required

Knowledge:

- Communications and Media — Media production, communication, and distribution techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media.
- English Language — Structure and content of English language including meaning and spelling of words, rules of composition, and grammar.
- Sales and Marketing — Principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Customer and Personal Service — Principles and processes for providing customer and personal services including assessing customer needs, meeting quality standards for services, and evaluating customer satisfaction.

Abilities:

- Oral Comprehension — Listen to and understand information and ideas presented through spoken words and sentences.
- Oral Expression — Communicate information and ideas in speaking so others will understand.
- Speech Clarity — Speak clearly so others can understand you.
- Written Expression — Communicate information and ideas in writing so others will understand.
- Speech Recognition — Identify and understand speech of another person.

Skills:

- Active Listening — Giving full attention to what other people are saying, taking time to understand points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Speaking — Talking to others to convey information effectively.
- Coordination — Adjusting actions in relation to others' actions.
- Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.
- Time Management — Managing one's own time and time of others.
- Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Minimum Qualification Requirements

Applicants must meet at least one of the following minimum requirements to qualify for positions in this job classification:

- 1) Graduation from an accredited four-year college or university with a degree in journalism, public relations, graphic design, or communications and experience equal to four years of full-time work planning and developing content for dissemination through traditional media (newspapers, publications, radio, and television), websites, social media, and/or public speaking.
- 2) All of the following (a and b):
 - a. Four years of full-time work experience in planning and developing content for dissemination through traditional media (newspapers, publications, radio, and television), websites, social media, and/or public speaking; and
 - b. A total of four years of education and/or full-time experience (as described in part a), where thirty semester hours of accredited college or university course work in journalism, public relations, graphic design, or communications equals one year of full-time experience.
- 3) Number two above, where twenty-four semester hours of postgraduate coursework in journalism, public relations, graphic design, or communications from an accredited college or university may substitute for one year of the required full-time work experience.
- 4) Current, continuous experience in the state executive branch that includes experience equal to 18 months of full-time work as an Information Specialist 2.

Notes

Some agencies may require applicants to present a portfolio of writing, layout, or other public relations efforts to demonstrate past experience and training.

Effective date: 10/19 KF