Iowa Department of Administrative Services – Human Resources Enterprise
Classification Series Guidelines

Information Specialist Series

Classes in the Series

Class Code	Class Title
00750/90750	Information Specialist 1
00751/90751	Information Specialist 2
00754/90754	Information Specialist 3

Series Concept

Positions in this series communicate information about department activities through newspapers, radio, television, periodicals, brochures, websites, social media, email, mobile applications, and other media. Positions also advise management on public relations implications of management decisions and serve as department spokesperson to media representatives.

Exclusions

The following are excluded from classification within this series:

1. Positions performing a full range of supervisory functions should generally be classified in the Public Service Leader series.
2. Positions serving as a non-supervisory Public Information Officer (PIO) overseeing the entire information/communications program for cabinet-level agency should be classified in the Executive Officer 3 job class.
3. Positions performing technical writing for manuals or other material requiring substantial technical subject matter knowledge should generally be classified in the Management Analyst series or agency-specific classes.
4. Positions with primary responsibility to visually present information should be classified in either the Graphic Artist or Photographer job classes.

Class Distinctions

Information Specialist 1

Positions create and edit written and digital content and materials within an agency public information program. Most positions work with higher-level Information Specialists. Assignments are normally straightforward and use relatively accessible sources including interviews, documents, and reports. Incumbents analyze facts and write, edit, and produce informational materials including news releases, agency publications, newsletters, brochures, presentations, and emails; update websites and mobile application content and design; write and post content on social media platforms; revise and produce agency forms; and create and edit videos and webinars.

Positions normally have some contact with news media and general public to clarify or explain non-controversial agency policies and programs.

Information Specialist 2

Positions function in one of the following capacities:

- Positions plan and develop the public information program for a division of a cabinet-level agency. Incumbents occasionally serve as agency spokesperson on controversial issues but normally a higher-level position manages responses to controversial issues. Positions work under the general supervision of a non-public information position.
- Positions plan and develop a section or segment of a public information program within a large public information organization. Positions generally report to an agency's public information officer.

Work performed includes developing and executing communications plans; developing, writing, editing, and reviewing printed and digital content for informational materials including social media, websites, and mobile applications; coordinating and monitoring production of collateral materials; planning events; responding to requests for information; developing brand standards and guidelines; developing exhibits and displays; writing, editing, reviewing, and delivering presentations; and writing and editing news releases, preparing staff and board members for interviews, communicating with the media, and organizing press conferences.

Information Specialist 3

Positions plan, develop, and coordinate an agency-wide communications or public relations program. Work typically includes managing responses on complex, technical subjects and controversial issues. Incumbents frequently meet with news media representatives and general public groups to explain department positions on sensitive topics.

Communications plans include producing print and digital content (including social media); creating and maintaining websites and mobile applications; developing strategies, goals, and objectives; developing and monitoring budgets; and developing and implementing brand standards and guidelines.

In non-cabinet-level agencies, positions in this class may serve as the agency's public information officer. Positions in agencies with large public information programs may serve as a lead worker for lower-level Information Specialists, Photographers, Graphic Artists, and other technical or support positions.

Effective date: 11/25 SA