

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

Information Specialist 1

Definition

Performs work in an agency public information and/or public relations program involving non-controversial topics by communicating with media, public, and other audiences about programs, policies, and activities; 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

Researches, plans, drafts, edits, and publishes informational materials including news releases, articles, publications, newsletters, brochures, presentations, and emails to communicate non-controversial and non-sensitive topics to users, employees, agencies, and public; ensures materials align with agency brand.

Updates websites and mobile applications using content management software (HTML and Drupal), creates digital graphics, and updates calendars.

Creates videos and support webinars using software and digital technologies.

Implements agency social media plans to promote agency programs on Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, and other social media platforms; works with graphic designers to modify graphics for social media.

Develops public information projects from general instructions to increase employee and public interest and understanding of agency programs and services.

Interviews agency officials and employees to obtain information about agency programs; writes and edits articles, news releases, and annual and special reports.

Designs informational material by taking photographs, proofreading galley proofs, and coordinating production of brochures and other materials.

Prepares radio tapes, television spots, short programs, and educational and informational presentations on a narrow range of non-controversial topics by contacting speakers, serving as announcer, producing tapes and videos, and monitoring speeches and panel or group discussions; represents agency at meetings; participates in discussions and communicates agency positions and goals.

Responds to requests for information on non-controversial topics received from the public, special interest groups, officials, and media.

Collaboratively works with other state agencies or organizations to develop public informational materials of mutual interest and prepare and revise manuals, forms, reports, and agency publications.

Organizes and personally conducts tours of facilities to enhance understanding and support of agency or institution; works with public and private groups to promote activities of mutual interest at events.

Competencies Required

Knowledge:

- Communications and Media — Media production, communication, and dissemination 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.

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.
- 2) 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.

- 3) A total of four years of education (as described in number one) and/or full-time experience (as described in number two), where thirty semester hours of accredited college or university course work equals one year of full-time.

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: 09/17 AK