

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

Information Specialist 2

Definition

Plans and develops the public information program for an agency or large division often involving controversial topics, or plans and develops a segment of a large public information program; 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 in or oversees creating, developing, and executing plans to communicate information about agency policies, decisions, and programs using technology and communication techniques; communicates orally and in writing with media, the public, civil and social organizations, and agency employees to establish and maintain relationships, answer inquiries, and explain agency programs, services, and decisions; works with agency divisions to align messages.

Develops website content; ensures accurate and timely updates of website information; develops processes and schedules to ensure continuity of website management tasks; collaborates with internal and external organizations to proactively gather information for updates; tracks and reports website analytics; ensures all digital design interfaces meet standards for ADA and other regulations, design usability, and brand identity; serves as liaison with web development vendor; manages and executes website and mobile application content updates using website management system (Drupal) and Adobe Dreamweaver, HTML, HTML5, CSS, PHP, and JavaScript.

Writes, designs, edits, and reviews electronic and printed informational materials; assists with compiling and designing program manuals, guides, toolkits, webinars, and other materials; obtains printing and project estimates, manages production with vendors, and approves final products; maintains master schedule of materials in production; reviews and approves invoices; tracks costs and other budget information and communicates data as needed.

Coordinates agency forms; uses proper development and design practices to ensure compliance with ADA and other standards; participates in annual forms update by responding to suggestions and making changes to forms; monitors printed form inventory; recommends designs for projects including forms, envelopes, business cards, letterhead, and other materials.

Monitors and coordinates agency posts on Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, and other social media platforms; updates accounts according to established content schedule; 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.

Represents agency during events and presentations; travels and attends meetings; participates in local outreach events and efforts; helps prepare and/or present educational and informational materials for consumer comment or at meetings, conferences, and community outreach events.

Plans and conducts communications meetings and educational programs by writing or editing materials, scripts, tapes, and speeches and determining content, form, and media used to produce informational and educational materials.

Writes, designs, and edits 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.

Establishes efficient and effective procedures for assisting with inquiries and requests; responds to requests for information by preparing written materials and news releases or overseeing preparation of materials or forwards requests to higher-level staff for response; prepares, reviews, or edits information for open records requests; ensures consistent responses to open records requests.

Writes and prepares press releases, public service announcements, annual reports, newsletters, brochures, reports, articles, and other materials; assists in distributing media materials; assists with preparing staff and board members for media interviews; researches and organizes information to interpret, explain, document, or promote agency activities to media; issues news releases and media advisories; provides media with story and news items relating to agency mission and key messages.

Directs preparation and use of educational projects, travel shows, exhibits, displays, and signs by organizing and coordinating efforts for effective and efficient presentations.

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.

Provides direction to others on writing styles, appropriate design, usability, and ADA and user experience standards to ensure compliance and maximize user experience; trains others on technical standards and to use website and mobile application content management systems.

Consults on graphic design by assisting and instructing others; answers questions and provides insight and advice on effectiveness, limitations, and cost considerations of design techniques; coordinates and oversees day-to-day marketing and communication project schedules and deadlines by distributing work assignments and balancing workload; provides input on hiring decisions and assists with orienting, training, and instructing new team employees.

Develops or assists with developing brand standards and guidelines; ensures consistency across all print and electronic platforms; ensures graphics and other design elements comply with agency style guide and communication goals.

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.

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 two 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. Two 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 thirty 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 1.

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