

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

## Utilization Specialist

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### Definition

Initiates and implements plans for Iowa PBS in the development of multimedia resources to increase the use of public media resources and services; 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

Advises formal and informal educators on the benefits and effective integration of public media and provides support for incorporation multimedia resources into instructional planning.

Evaluates the utilization of media resources and services among educational and public service organizations, and recommends and implements plans to improve their use.

Coordinates the use of educational media resources with other state educational units and organizations, such as curriculum development and teacher education, or public service institutions and community organizations.

Assists in the development of tests, surveys, and questionnaires and other research instruments to evaluate the results of using public media resources and services; where appropriate, conducting research into target audience interests and special programming needs.

### Competencies Required

Knowledge:

- Customer and Personal Service – Principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Basic Arithmetic – Addition, subtraction, multiplication, and division.
- Administrative – Administrative and office procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and workplace terminology.
- Telecommunications – Transmission, broadcasting, switching, control, and operation of telecommunications systems.
- Communications and Media – Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

## Abilities:

- Clerical – Maintain complex clerical records.
- Written Expression – Communicate information and ideas in writing so others will understand.
- Written Comprehension – Read and understand information and ideas presented in writing.
- Speech Clarity – Speak clearly so others can understand.
- Speech Recognition – Identify and understand the speech of another person.
- Oral Expression – Communicate information and ideas in speaking so others will understand.
- Oral Comprehension – Listen to and understand information and ideas presented through spoken words and sentences.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense.
- Inductive Reasoning – Combine pieces of information to form general rules or conclusions.
- Information Ordering – Arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- Problem Sensitivity – Tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- Fluency of Ideas - Come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

## Skills:

- Learning Strategies – Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
- Instructing – Teaching others how to do something.
- Operations Analysis – Analyzing needs and product requirements to create a design.
- Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Critical Thinking – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.
- Speaking – Talking to others to convey information effectively.
- Writing – Communicating effectively in writing as appropriate for the needs of the audience.
- Negotiation – Bringing others together and trying to reconcile differences.
- Active Learning – Understanding the implications of new information for both current and future problem-solving and decision-making.
- Judgment and Decision Making – Considering the relative costs and benefits of potential actions to choose the most appropriate one.

- Service Orientation – Actively looking for ways to help people.
- Complex Problem Solving – Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

## Minimum Qualification Requirements

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

- 1) Five years of full-time professional work experience in public television, multi-media production, or a closely-related field.
- 2) All of the following (a and b):
  - a. One year of full-time professional work experience in public television, multi-media production, or a closely-related field; 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 coursework in education, broadcasting, broadcast journalism, communications, instructional design, telecommunications, or other job-related curriculum equals one year of full-time experience.
- 3) Graduation from an accredited college or university with an associate's degree in education, broadcasting, broadcast journalism, communications, instructional design, telecommunications, or other job-related curriculum, and experience equal to three years of full-time professional work in public television, multi-media production, or a closely-related field.
- 4) Graduation from an accredited four-year college or university with a degree in education, broadcasting, broadcast journalism, communications, instructional design, telecommunications, or other job-related curriculum, and experience equal to two years of full-time professional work in public television, multi-media production, or a closely-related field.

*Effective date: 12/25 KC*