

PART I	DEPARTMENT OF PERSONNEL SERVICES	2.952
	STATE OF HAWAII	2.953
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		2.955

Class Specifications
for the

INFORMATION SPECIALIST SERIES

This series includes all positions the primary duties of which are to transmit informational material of the activities, plans, developments, etc., of a State agency and/or of the State government, to the general public and/or special interest groups. Examples of the materials prepared by a position in this series include newspaper and magazine articles (often illustrated), bulletins, brochures, flyers, speeches, exhibits, etc. The work of positions in this series does not require substantial in-depth subject matter knowledge. The work does require the ability to present material in a style, manner of presentation and format that is best suited to the needs of the audience for whom the material is intended and that carries out the objectives of the agency. The work also requires the ability to adapt style, manner of presentation and format to the requirements of the medium in which the material is to appear (newspaper, magazine, radio, etc.).

The transmittal of informational material to the general public and/or special interest groups generally requires that the information specialist go through the following process:

1. gather the necessary facts or opinions through reading; through interviews; through observation of activities, processes, demonstrations, etc.; through study; and through a general knowledge of the organization;
2. select the information to be used;
3. determine the order of presentation and choice of words;
4. compose the manuscript which may require some rewriting and/or prepare the various materials, etc., required;
5. present, distribute, display or arrange for presentation of the material, as necessary.

Responsibilities of positions in this series also include the editing and publication of technical and nontechnical materials which, again, provide information to the general public and/or special interest groups. The editing and publications work of positions in this series requires:

1. understanding of the manuscript which has been prepared by a subject-matter specialist, understanding the objective of the author, and knowing the audience for whom the manuscript is intended;
2. editing the manuscript for grammar, spelling, word usage, clarity, form, continuity, appropriateness, adherence to policy, and manner of presentation for the intended audience;
3. discussing revisions with the author, as necessary;
4. rewriting or assisting the author in rewriting the manuscript;
5. preparing the manuscript for publication – format; illustration selection; paper, ink, type selection; etc.;
6. following up with the printer until publication is completed.

Although there are various types of information specialists in the State, there are some elements common to all positions:

1. each assignment requires gathering of information and selecting the appropriate information;
2. each assignment requires presenting the appropriate information in the manner best suited to the intended audience and in a manner which assures that the objectives of the agency or State government are achieved;
3. each assignment provides the intended audience with the information they want or need (or should have in the opinion of the State agency concerned).

Information specialists in the State are located in two types of situations:

1. a State agency's information office – such an office is primarily concerned with transmitting informational material of the activities, plans, developments, etc., of that particular agency;
2. the State's major public information agency — such an office is concerned with publicizing the State's activities, etc., to help strengthen, expand and diversify the State's economy.

The subject-matter areas in which positions located in this office work are, therefore, more numerous and varied than for positions located in offices concerned with one department's activities.

Levels in this series are distinguished on the basis of various combinations of the following factors:

1. Nature, scope and variety of work
2. Nature of available guidelines
3. Originality required
4. Supervision received
5. Purpose, nature and variety of personal contacts
6. Knowledge and abilities required

This series replaces the following classes:

Information Specialist I	2.945
Information Specialist II	2.946
Information Specialist III	2.948

APPROVE June 16, 1969 /s/ David K. Trask Jr.
for (Mrs.) EDNA TAVARES TAUFASAU
Director of Personnel Services

Note: Change class code for Information Specialist III from 2.955 to 2.954; and change class code for Information Specialist IV from 2.956 to 2.955

INFORMATION SPECIALIST I

2.952

Duties Summary:

Serves in a trainee capacity, receiving on- and off-the job training in the principles, techniques and work processes relating to informational services activities including some orientation to the operations of the various media through which information is disseminated; and performs other duties as required.

Distinguishing Characteristics:

This is the entry trainee class designed to provide an introduction to the philosophy, principles, concepts and scope of a State agency's informational services program and some introduction to the way in which the various media operate and the type of information that is most effectively disseminated through each medium. Work assignments are made concurrently with orientation and training and are clear-cut, routine and designed to provide experience in the transmittal of information of the activities, plans, developments, etc., of an agency to the general public or special interest group.

The trainee initially receives close supervision including detailed instructions as to the tasks to be performed and procedures to be followed. Work is closely reviewed for compliance with instructions and thoroughness. As the trainee's knowledge, skills and abilities increase, supervision is relaxed and increasingly difficult assignments characteristic of the next higher level are made.

Examples of Duties:

Attends orientation and training sessions including accompanying a higher-level specialist on his assignments; gathers information, writes simple, clear-cut and factual news releases; assists in preparing flyers, brochures, etc., including writing and /or editing assigned portions and preparing the materials for publication by reading proofs, following-up with the publisher, etc.; assists in setting up press conferences; may speak to small groups; provides clear-cut information over the phone; writes letters in response to inquiries.

Knowledge and Abilities Required:

Knowledge of: Accepted rules of sentence structure, abbreviations, spelling, capitalization, punctuation and word usage.

Ability to: learn the principles, techniques and work processes relating to informational services activities; and principles and techniques used in writing informational material; learn the basic manner in which information is disseminated through the various media and the most effective means of disseminating information through each respective media; learn interviewing techniques; learn information gathering techniques; communicate effectively both orally and in writing;

INFORMATION SPECIALIST II

2.953

Duties Summary:

Independently prepares informational material of a moderately complex nature for dissemination to the general public through various media; and performs other duties as assigned.

Distinguishing Characteristics:

This class represents the independent worker responsible for preparing nontechnical, general informational material of the activities, plans, developments, etc., of a State agency for dissemination to the general public through various media. Assignments are generally of a moderately complex nature and/or they may be selected, and supervision geared to prepare a position in this class for advancement to the next journeyman level class.

Examples of Duties:

Gathers information from various sources; selects information to be used; prepares informational material for dissemination to the general public through various media; provides information over the phone; writes letters in response to inquiries; may write speeches for departmental personnel; may edit departmental publications; prepares materials for publication; may prepare or supervise the preparation of displays, signs, filmstrips, exhibition materials, etc.; sets up press releases; acts as press liaison; speaks before groups; may prepare advertisements;

Knowledge and Abilities Required:

In addition to those at the next lower level:

Knowledge of: The principles, techniques and work processes relating to informational services activities; principles and techniques used in writing informational material; the manner in which information is disseminated through the various media and the most effective means of disseminating information through each respective medium; interviewing techniques; information gathering techniques.

Ability to: Write effective and interesting articles and materials; work well with others; gather and select the most pertinent information.

INFORMATION SPECIALIST III

2.954

Duties Summary:

Prepares informational material for dissemination to the general public or special interest groups through various media; and performs other duties as required.

Distinguishing Characteristics:

Information Specialist III positions are generally of three types:

1. the journeyman Information Specialist in one of the State's larger departments performing work covering the full range of a department's informational activities under the supervision of a higher-level position (may or may not be an information specialist) who is responsible for the department's informational services activities;
2. the Information Specialist responsible for the informational activities of a division in a State agency;
3. the Information Specialist in the State's major public information agency who performs less than the full range of informational services activities. Generally, this level would represent the sub-journeyman in the State's major public information agency whose assignments are diverse but usually do not include the most complex cases except under closer supervision and guidance.

Examples of Duties:

Gathers information from various sources; selects information to be used; prepares informational material for dissemination to the general public or special interest groups through various media; provides information over the phone; writes letters in response to inquiries; writes speeches for division or departmental personnel; edits division or departmental publications; prepares materials for publication; prepares or supervises the preparation of displays, signs, filmstrips, exhibition materials, slides; etc.; reviews for form and accuracy informational material prepared by others before release; speaks to various community or special interest groups; writes, designs and attends to the production of various items such as pamphlets, brochures, etc.; sets up press conferences and participates, as necessary; may be responsible for directing the division's or department's informational services activities including some administrative housekeeping responsibilities; establishes and maintains effective working relationships with representatives of newspapers, radio, community groups, etc.; prepares replies to

inquiries of a diverse nature from individuals in various states and countries; edits manuscripts for grammar, format, clarity, continuity, etc.; discusses revisions with author; prepares manuscripts for publication, including selection of illustrations, type and ink, format, layout, etc.; proofs copy, follows up with publisher during printing; writes summaries of technical and nontechnical manuscripts; may prepare speeches for government officials; may assist in distribution of publications.

Knowledge and Abilities Required:

In addition to those knowledge and abilities required at the next lower level:

Knowledge of: Methods and techniques of preparing and editing materials for the printer; activities and operations of the department in which the position is located.

Positions in the State's major public information office: A general knowledge of all of the State's activities and functions.

Ability to: Write effective and interesting articles and materials in a manner best suited for the intended audience; edit materials prepared by others; prepare materials for publication; speak before groups; establish and maintain effective working relationships with representatives of informational outlets and others; exercise tact and deal with a wide variety of situations.

Positions in the State's major public information office: Prepare informational materials on different subjects and effectively present the material to the intended audience.

INFORMATION SPECIALIST IV

2.955

Duties Summary:

Plans and conducts a public informational program for one of the larger State agencies to inform the general public or special interest groups of the activities of the agency and to stimulate interest in the activities; or in the State's major public information agency, prepares the full range of informational material on a wide variety of subjects for dissemination to the general public or special interest groups in the State of Hawaii as well as in other states and countries; and performs other duties as required.

Distinguishing Characteristics:

Information Specialist IV positions are generally of two types:

1. the Information Specialist IV serving as a larger State department's principal Information Specialist with responsibility for directing and executing the department's informational services;
2. the fully competent journeyman level Information Specialist in the State's major public information agency, with responsibility for performing the full range of informational services activities which involve preparing materials and providing information on diverse subjects to a varied audience in all parts of this State as well as in other states and countries.

Examples of Duties:

Plans, organizes and conducts a public informational program for a State agency; determines choice of media and methods for disseminating information; gathers and evaluates information and opinions and prepares informational material for dissemination through various media; presents information in a manner suitable for the intended audience which includes people in various locales; prepares replies to requests for information; plans and participates in educational programs; speaks before interested groups; participates in and/or supervises the preparation of newsletters, bulletins and other publications; designs and prepares or supervises the preparation of posters, displays, exhibits, etc.; develops and maintains effective working relationships with representatives of newspapers, radio, community groups, etc.; edits technical and nontechnical manuscripts for clarity, continuity, grammar, format, etc.; discusses revisions with author; prepares manuscript for publication including selection of illustrations, type, ink, format, layout, etc.; proofs copy, follows up with publisher during printing; writes summaries of technical and nontechnical manuscripts; answers inquiries over the phone; prepares speeches and letters for government officials.

Knowledge and Abilities Required:

Same as for the next lower level except that the greater variety and more sensitive nature of the informational activities require greater skill in carrying out assignments.

Positions in a State agency: Ability to plan and conduct a public informational program; interpret agency's policies, operations and objectives; provide advice and consultation to management regarding informational activities while anticipating public reaction.