

**PUBLIC UTILITY COMMISSION OF TEXAS
JOB DESCRIPTION**

Classified Title:	Information Specialist III - V	Class Code:	1832 - 1834
Working Title:	Content Creator	Salary Group:	B19, B21, B23
Division:	Executive Director	FLSA:	Exempt
Supervisor:	Communications Director	Date:	04/26/23

GENERAL DESCRIPTION:

Perform highly complex to highly advanced informational and communications work. Work involves coordinating the research, writing, editing, and production of content and materials for release to various communications media (news, print, digital) and for use by the agency, legislature, general public, agency stakeholder groups and other agencies. Work under limited to general supervision with moderate to extensive latitude for the use of initiative and independent judgment.

ESSENTIAL FUNCTIONS:

- Coordinate and evaluate the preparation and distribution of organizational publications, agency reports to the legislature, newsletters, fact sheets, and content for Web sites.
- Conduct interviews, research sources, and ensure the completeness and accuracy of printed and online materials.
- Analyze content for accessibility and recommend changes to make content accessible and remediate accessibility issues.
- Ensure that the agency style guide is maintained.
- May review draft reports, publications, and other documents for adherence to agency editorial standards.
- May coordinate the illustrative, graphic design, photographic, or audiovisual content of products.
- May develop Web site content.
- May create and analyze reports on social media or Web site activity and its effectiveness.
- Demonstrate a spirit of teamwork, offering positive and constructive ideas, encouragement, and support to other members of the staff and team, while upholding the PUC's mission and core values.
- Adhere to all agency personnel policies and division procedures and perform other work as assigned.

REQUIRED MINIMUM QUALIFICATIONS:

- Information Specialist III: Graduation from an accredited four-year college or university with major coursework in Public Administration, Public Affairs, Journalism, Advertising or other media related field **and** a minimum of one (1) year experience in journalism, media, public relations, public information, or communications related work. Additional relevant experience may be substituted for education on a year-for-year basis.
- Information Specialist IV: Graduation from an accredited four-year college or university with major coursework in Public Administration, Public Affairs, Journalism, Advertising or other media related field **and** a minimum of two (2) years' experience in journalism, media, public relations, public information, or communications related work. Additional relevant experience may be substituted for education on a year-for-year basis.
- Information Specialist V: Graduation from an accredited four-year college or university with major coursework in Public Administration, Public Affairs, Journalism, Advertising or other media related field **and** a minimum of three (3) years' experience in in journalism, media,

public relations, public information, or communications related work. Additional relevant experience may be substituted for education on a year-for-year basis.

PREFERRED QUALIFICATION:

- Previous experience with a Texas government state agency.

KNOWLEDGE, SKILLS AND ABILITIES:

Must possess required knowledge, skills, abilities, and experience and be able to explain and demonstrate, with or without accommodations, that the essential functions of the job can be performed.

- Knowledge of agency functions, policies, and procedures; of news and communication media; of various social media platforms; of editing and preparing informational material; of copy layout; and of publishing and broadcast industries.
- Knowledge of Texas state government operations.
- Skill in editorial and design concepts and practices, and in the use of a computer and applicable software.
- Excellent verbal, written, and organizational skills.
- Ability to meet professional writing standards, including AP Style.
- Ability to meet strict deadlines.
- Ability to understand complex concepts and systems and explain them in common language.
- Ability to research and prepare information and materials related to the goals and priorities of the agency, to draft and format agency reports as required by the Texas Legislature, manage reporting schedules, develop, and draft content for the agency's digital resources and newsletters.
- Ability to collaborate with graphic designers and web administrators to produce compelling content.
- Ability to attend work regularly and adhere to approved work schedule.

TELECOMMUTING ELIGIBILITY:

- This position is eligible for telecommuting up to three (3) days a week but may require team members to come into the office for scheduled meetings, and there may be unscheduled requests with appropriate notice for any PUC business need.
- If approved to telecommute, must have a secure workspace with reliable Internet service, ability to maintain a reliable consistent work schedule and be available for weekly meetings and group collaboration via Microsoft Teams and other applications during regular business hours.

PHYSICAL AND COGNITIVE REQUIREMENTS AND WORKING CONDITIONS:

The physical and cognitive demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made if needed to enable individuals with disabilities to perform the essential functions.

This position primarily performs sedentary office work. It requires extensive use of computer, copiers, printers, telephone and requires communication with staff and the public. This position also requires cognitive abilities consistent with the essential functions and with the knowledge, skills and abilities; requiring the ability to learn, recall, and apply practices and policies. It requires the stamina to maintain attention to detail despite interruptions.

Work is performed in a standard office environment or secure telework space and requires:

- Regular and punctual attendance.

- Frequent use of personal computer, copiers, printers and telephones.
- Frequent sitting.
- Frequent work under deadlines, as a team member, and in direct contact with others.
- Occasional moving and lifting objects up to 10 pounds.