



...lder Iowans

Iowa Dept on Aging | Jessie M Parker Bldg | 510 E 12<sup>TH</sup> St, Rm 2 | Des Moines, IA 50319  
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Date: May 23, 2014

Req number: 13769 BR

Closing: June 9, 2014

IOWA DEPARTMENT ON AGING  
JOB OPENING ANNOUNCEMENT

POSITION:	Information Specialist 2
PAY GRADE:	Pay Plan 014 Pay Grade 25
CURRENT	\$ 1,569.60 - \$2,348.20
SALARY RANGE	\$40,809.60 - \$61,048.00
LOCATION:	Des Moines, Iowa
WORK UNIT:	Iowa Department on Aging

The Iowa Department on Aging is recruiting to fill a position that will work closely with the Department Director and management team in crafting a statewide marketing plan that promotes the Iowa Department on Aging, Office of the State Long-Term Care Ombudsman, Area Agencies on Aging and Iowa's Aging Network. Per the guidance of the Director, crafts or writes guest editorials; social media and ListServ releases; prepares and coordinates public presentations, press releases and other department promotional materials. Works with a variety of other department personnel in the coordination, writing formatting and release of department newsletters and periodicals such as "Aging Watch", "Healthy Iowans Update", the annual report of the OSLTCO, Volunteer Newsletter of the OSLTCO, consumer fact sheets and other educational and advocacy materials. Maintains quality control over information and documents that are released to the public via editorial review for grammar, spelling, punctuation, etc. Develops and implements an ongoing market strategy for the Iowa Department on Aging. Develops a tracking and impact system to measure marketing return on investment. Assists with establishment and implementation of focus groups throughout the State on key topics related to the Aging of Iowa adopted by the Iowa Commission on Aging. Coordinates with the area agencies on aging public relations staff for consistent statewide messaging on controversial topics. Provides leadership to the area agencies on aging in their public relations efforts.

In addition, this position acts as the department's liaison and primary spokesperson to the media, to include but not limited to broadcast news, newspapers and other periodicals, radio and social media. Designated as the Department Public Information Officer. Develops and maintains relationships with journalists, media personalities and other marketing and public relations stakeholders. Is well informed on all aspects of department operations. Seeks out specific opportunities to increase public awareness of issues related to Aging and Disability. This includes but is not limited to speaking events, such as rotary clubs, retired teachers associations, professional trade associations, conferences and broadcast news such as Iowa Public Television, Iowa Public Radio as well as local radio/television appearances. Assists Iowa Department on Aging staff in preparation of speeches and presentations. Researches and presents potential news releases in coordination with the Department Director and State Long-Term Care Ombudsman involving controversial topics.

**QUALIFICATIONS:**

Graduation from an accredited four-year college or university with twenty-semester hours course work in journalism, public relations, graphics or communicative arts and experience equal to two years of full time work in preparing and writing materials to disseminate information to the public through the media of the press (newspaper/publications), radio/television and/or public speaking.

**SELECTIVE CERTIFICATION:**

For designated positions the appointing authority, with Iowa Department of Administrative Services – Human Resources Enterprise prior approval, may request those applicants possessing a minimum of twelve semester hours of education, six months of experience, or a combination of both, or a specific certificate, license or endorsement in the following area:

151 desktop publishing

416 multimedia specialist

Applicants wishing to be considered for such designated positions must list applicable course work, experience, certificate, license, or endorsement on the application.

**TO APPLY:**

**Step 1:** Submit a completed Iowa Department of Administrative Services – Human Resources Enterprise (DAS-HRE) application to the Iowa Department of Administrative Services, Hoover State Office Building, 1305 E Walnut, Des Moines, IA 50319-0150 or fax to (515) 281-7970 by June 9, 2014. Or apply on line at the [DAS- State of Iowa Jobs website](#): Click [HERE](#) to find jobs open for all applicants, then click on [Search Openings](#) and type and enter 13769 at “Keywords” which should take you to this opening.

**Step 2:** In addition, please upload a list with three references, your resume, and cover letter that outlines your experience as related to the position to this site.

Those selected for an interview will be asked to provide a copy of their relevant work as part of the interview process.

It is the policy of the executive branch of state government in the State of Iowa to provide equal employment opportunity within state government to all persons.(Iowa Code 19B.) The intent of this policy is to ensure that individuals are not denied equal access to state employment opportunities because of their race, creed, color, religion, sex, national origin, age, physical or mental disability, sexual orientation, or gender identity, consistent with applicable state and federal policies and regulations. It is also the policy of the executive branch of state government in the State of Iowa to apply affirmative action measures to correct the underutilization of females, minorities, and persons with disabilities in the state employment system whenever remedial measures are appropriate