

PUBLICATIONS SPECIALIST

DEFINITION

Designs, formats, types and edits print and electronic publications including advertisements, class schedules, pamphlets, brochures, flyers, college catalogs , and other communications and promotional materials.

SUPERVISION

Supervision is received by an Academic Manager and/or Administrator.

May provide work direction to student workers.

EXAMPLES OF DUTIES

Gathers, composes, formats and coordinates the publication of the class schedule with various departments.*

Designs digital and print ready art for various campus-wide publications such as pamphlets, brochures, programs, flyers, business cards, mailers, mini brochures, ads, business cards, etc.*

Proofreads and edits composed materials for accuracy and completeness.*

Solicits project quotes and coordinates timelines with outside printers and submits final copy for approval by program manager.*

Updates campus maps for college publications and the website.*

Assists in identifying new hardware and software to improve production quality as necessary.*

Orders equipment and supplies and prepares purchasing requisitions for publications.*

Maintains records and monitors expenditures.*

Provides work direction and training to student workers.

Verifies time sheets for student workers.

Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

Current industry standard computer design applications such as Adobe Creative Suite and other web design applications.

Graphic design principles.

Printing procedures and requirements for developing print and reproduction specifications.

Extensive knowledge of grammar, punctuation and spelling and proofreading techniques.

QUALIFICATIONS (continued)

Marketing and public relations principles.

Ability to:

Utilize desktop publishing software programs effectively.

Prioritize responsibilities.

Conceptualize and prepare layouts for marketing materials.

Compose written copy from directions, concepts or drawings.

Handle a wide range of projects concurrently and meet tight deadlines.

Maintain files and records.

Establish and maintain cooperative working relationships with college personnel and outside vendors.

Communicate clearly and concisely, both orally and in writing.

Train and provide work direction to others.

EMPLOYMENT STANDARDS

Minimum Qualifications:

Two years of college-level course work from an accredited college or university in Marketing, Communications, Graphic Design, Graphic or Commercial Art, Public Relations, Computer Graphics, Desktop Publishing or a related field.

Two years of work experience in desktop publishing, graphic design and printing operations.

Desirable:

Experience in an educational environment.