

## **SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

**CLASS TITLE: PUBLICATIONS ASSOCIATE**

### **BASIC FUNCTION:**

Under the direction of the Director of Community and Media Relations, develop, design, and coordinate the production of a variety of college publications and publicity material including College catalog, class schedules, brochures, reports, promotional items designed for external audiences, and other printed materials.

### **REPRESENTATIVE DUTIES:**

Design and produce a wide variety of printed materials including class schedules and the College catalog. *E*

Assist in the overall production of specialized and original graphics for use by various campus agencies. *E*

Edit and proofread written materials including press releases, advertising copy, and College publications. *E*

Develop and maintain budgets and production schedules for print projects. *E*

Develop graphic standards for college publications; develop printing specifications and maintain production traffic logs. *E*

Coordinate publication inventory and print orders with anticipated needs of college users; negotiate and purchase services from a wide range of vendors including printers, designers, and photographers. *E*

Schedule meetings with faculty and staff; scout photo locations and schedule photography sessions. *E*

Coordinate the production of various documents including college newsletters. *E*

Assist in the development of departmental budget. *E*

Train and provide work direction and guidance to student workers, hourly employees, and interns as assigned. *E*

Plan, organize, and assist in the presentation of technical assistance sessions with faculty, staff, and students in the development of communication materials designed for both on and off-campus audiences. *E*

Contribute to and edit content and graphics for the College Website.

Perform related duties and responsibilities as required.

### **KNOWLEDGE AND ABILITIES:**

#### **KNOWLEDGE OF:**

Principles of publication creation, design, and production including printing specification, design and pre-press management, and schedule and cost control.

## **Publications Associate - Continued**

Techniques of preparing, producing, and disseminating information using major communication media.

Principles and techniques of desktop publishing and graphic standards.

Technical aspects of field of specialty including thorough knowledge of assigned applications.

Adobe PageMaker, Illustrator (or FreeHand), PhotoShop, and various forms of graphic arts including materials and techniques utilized.

Microcomputers including computer graphic equipment, IBM personal computer, and Macintosh computers.

Principles and procedures of record keeping.

Oral and written communication skills.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Principles of budget development and management.

### **ABILITY TO:**

Participate in the development, design, and production of a variety of publications including the College catalog, class schedules, and other publications.

Design, develop, and produce material using current state-of-the-art concepts and equipment.

Operate a variety of office equipment including computers and peripheral equipment properly and efficiently.

Maintain current knowledge of technological advances in the field.

Assist in the preparation of specifications and in coordinating activities of vendors to bring projects to successful completion.

Maintain files and records.

Plan and organize work to meet schedules and time lines.

Train and provide work direction to others.

Understand and follow oral and written directions.

Work independently with very little or no direction.

Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

### **EDUCATION AND EXPERIENCE:**

Any combination equivalent to: two years of college-level course work in graphic design and production and two years of increasingly responsible graphic design and production experience.

### **WORKING CONDITIONS:**

#### **ENVIRONMENT:**

Office environment.

#### **PHYSICAL ABILITIES:**

Dexterity of hands and fingers to operate office equipment including a computer keyboard and peripheral equipment as well as various specialized equipment.

Hearing and speaking to exchange information on the telephone or in person.

Sitting or standing for extended periods of time.

Seeing to read and verify data and prepare various materials.

Bending at the waist.