

Jurisdictional Class: Competitive  
Adopted: August 3, 2004  
Revised: June 25, 2010

**PUBLICATIONS SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** This work involves the responsibility for coordinating and performing technical work in the design and layout of publications using desktop publishing. An employee in this class works and consults with department heads, faculty, and other staff members, both inside and outside of the organization, in the general conduct of duties. This position encompasses specific graphic arts responsibilities to include scheduling and coordinating printing and duplicating, desktop publishing, graphics layout, inventory control, purchasing, and customer relations. General supervision is received from a director or other administrative superior with considerable leeway allowed for the use of independent judgment in carrying out the details of the work. Supervision may be exercised over work study students, clerical assistants, and subordinate staff. The incumbent does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

- Coordinates, develops, reviews, and schedules printing requests such as layouts, stock, color, ink, formats, designs, typesetting services, and compositions for publications using computerized systems and desktop publishing software and peripherals, such as scanners, laser printers, and color printers;
- Develops artistic and photographic graphics for publications and coordinates pre-press services, including but not limited to: camera work, line shots, half-tones, enlargement and reduction of camera ready copy, tint screens, second color registration, and layout for printing;
- Proofreads written material for proper grammar, punctuation, and clarity prior to publication and proofreads typeset materials for errors;
- Calculates job costs and maintains records for all printing/duplicating jobs and transactions and processes invoices and billing for outgoing printing jobs;
- Coordinates, develops, reviews, and schedules all desktop publishing operations such as layout, design, and typesetting services utilizing computerized systems and maintains knowledge of current programs used for desktop publishing;
- Designs forms, posters, pamphlets, brochures, catalogs, and handbooks as required;
- Recommends the most informative, feasible, cost effective, and efficient way of including graphics and narrative information in publications and which publications are to be produced in-house and which, if any, are to be subcontracted;
- Takes and develops photographs to be used for publications or various audio-visual displays and news story presentations;
- Directs a preventative maintenance program, maintains service agreement programs, and related technical support;
- Schedules maintenance and service on all equipment and works with Director to coordinate the installation, service, and major repairs of equipment;
- May assist in such administrative functions as monitoring expenditures, answering routine correspondence, and organizing special events;
- Coordinates and maintains parts and supplies inventory, initiating orders, and monitoring delivery;
- Prepares all specifications for equipment purchases and/or lease;
- Coordinates the training of all employees of the printing and duplicating services department and coordinates the scheduling and use of part-time employees;
- Coordinates and supervises daily utilization of postage operation, maintains monthly control and billing of separate mailing accounts, and maintains leasing and maintenance contracts.

## Publications Specialist

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:**

Good knowledge of the practices and techniques of layout, format, design, and compositions of publications and photographic graphics for inclusion into publications;

Good knowledge of English grammar, punctuation, and usage;

Good knowledge of the principles of good photography and their use in promotional and publicity work;

Good knowledge of the concepts and terms used in printing and reproduction;

Working knowledge of the methods and procedures of publishing and distributing printed informational material;

Working knowledge of the proper layout of maps and illustrations;

Skill in the use of desktop publishing equipment including hardware, current software packages, and applications as applied to layout, format, design, and composition of publications;

Skill in the use of printing and reproducing machines such as headliners and compositors;

Skill in editing and proofreading techniques;

Ability to layout and design publications, inclusive of graphics;

Ability to communicate effectively both orally and in writing;

Ability to interface effectively with service bureaus and printers to achieve desired product;

Ability to coordinate various work assignments and meet deadlines;

Ability to prepare material for publications;

Artistic and photographic skill.

### **MINIMUM QUALIFICATIONS:** Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Graphic Arts, Photography, Printing Communications, Advertising, Audiovisual Technology, or related field and one (1) year of experience in the composition, design, layout, and reproduction of print material including graphic arts and desktop publishing; or
- (b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree and three (3) years of experience as defined by the limits of (a) above; or
- (c) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in Graphic Arts, Photography, Printing Communications, Advertising, Audiovisual Technology, or related field and four (4) years of experience as defined by the limits of (a) above; or
- (d) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree and seven (7) years of experience as defined by the limits of (a) above.