

Jurisdictional Class: Competitive
Adopted: June 30, 2016

COMMUNICATIONS AND PUBLICATIONS COORDINATOR (CVES)

DISTINGUISHING FEATURES OF THE CLASS: This work involves the responsibility for coordinating and performing technical work in website development, design and maintenance, writing and editing copy for publications and websites, the design and layout of publications using desktop publishing, video production and photography. This position requires imagination and a demonstrated flair for writing and visual presentation of informational materials. 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 work involves the consultation with component district and staff to gain public support for programs and dissemination of information relative to activities concerning Champlain Valley Educational Services CVES Programs and those of the CVES component school districts. This position involves responsibility for planning and carrying out promotional and informational functions concerning specialized programs to build a strong working relationship with the media and component districts. The work is performed under the general direction of the Director of Instructional Services with considerable leeway allowed for the use of independent judgment in carrying out the details of the work. Supervision and coordination is exercised over the work of subordinate personnel when tasked with related duties. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

- Develops, designs, and maintains websites, coordinating work with department heads, faculty, and other staff members to create desired content and meet the needs of agency and component school districts;
- Develops format and prepares layout to guide printers in the publication of a variety of material for information to be disbursed to the public and/or various groups;
- Designs forms, posters, pamphlets, power point presentations, brochures, newsletters, letterhead, catalogs, handbooks, etc. as required;
- Creation of written and graphic publications specifically appropriate for component district needs and CVES for such documents as newsletters, promotional brochures, budget literature, capital project literature, visual displays, etc.;
- Creates PowerPoint presentations;
- Develops, produces and edits promotional videos for component school districts and CVES;
- Develops and maintains a library of video recordings and photographs of component district and CVES activities;
- Takes photographs to be used for publications and websites;
- Writes, edits text, and proofreads written material for proper grammar, punctuation, and clarity prior to publication;
- Gathers information from a variety of sources to develop websites content, and promotional/informational publications and reports;
- Provides support for component district development of a communication plan;
- Coordinates and directs the development of annual publications such as the Programs and Service Guide, Success Stories, etc.;
- Coordinates and oversees assigned projects and timetables;
- Coordinates the efforts of other agencies and/or contractors performing communications and/or publications projects for CVES;
- Oversees the calculations of job costs, billing, sub-contracting costs and service agreements;
- Supervises and coordinates the tasks of subordinate personnel when performing related tasks.

Communications and Publications Coordinator (CVES)

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Thorough knowledge of website design, maintenance, and update;

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

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

Good knowledge of grammar, punctuation, and usage;

Good knowledge of publicity and promotion techniques;

Good organizational skill;

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

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 editing and proofreading techniques;

Working knowledge of the organizational structure of the various educational facilities on the secondary level;

Ability to develop and maintain good working relationships with the media and component districts;

Ability to relate well with school administrators, teachers, fellow employees, and other school district personnel;

Ability to learn new web development tools;

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

Ability to layout and design publications, inclusive of graphics;

Ability to communicate effectively both orally and in writing;

Ability to coordinate various work assignments and meet deadlines;

Ability to plan and direct the work of others;

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 Design, Communications, Media Studies, Advertising, Journalism, Public Relations or closely related field and two (2) years of experience in public relations, journalism, , 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 an Associate's Degree in Graphic Design, Communications, Media Studies, Advertising, Journalism, Journalism, Public Relations or closely related field and four (4) years of experience as defined by the limits of (a) above; or

(c) An equivalent combination of training and experience as outlined by the limits of (a) and (b) above.