

RANGE N05

**JTC NO. CO2
FLSA EXEMPT Y**

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: Publications Manager

DATE PREPARED: Fall 2004

**DATE REVISED: Fall 2008; Summer 2012; Summer 2013; Spring 2015;
Spring 2017**

GENERAL SUMMARY:

Responsible for leading a team that is responsible for the development of publication materials designed to enhance the image of the college to the general public and provide information to students and prospective students. Coordinates the college's publication needs from development to print facilitation to delivery. Tasks are carried out within a considerable amount of latitude of independent judgment and action and within tight and constringent production deadlines.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Provides leadership, guidance, and follow-through for the entire printing process and workflow requiring continuous communication and coordination of tasks/deadlines at all levels of campus staff and outside vendors.
- Responsible for managing workflow of all contributors, develop creative designs, photography, editing content, producing electronic files, ensure all content needs and specifications are achieved, and oversee commercial printing process.
- Schedules all jobs with writers and artists through print production such as catalogs, brochures, posters, etc.
- Negotiates and obtains fair pricing from vendors to make appropriate determinations and decision about printing materials and to ensure compliance with District purchasing standards.
- Monitors projects within allocation budget amounts; initiates purchasing processes.
- Oversees and is fully responsible for overall quality control and quality results for all publication materials produced by department.
- Coordinates and communicates with customers/users in all areas related to publications development and production.
- Ensures message and graphic identity of college is communicated through all publications.
- Analyzes technical needs of team and recommends equipment and materials.

Publications Manager
Page Two

PRINCIPAL DUTIES AND RESPONSIBILITIES: - continued

- Supervision: Responsible for the selection, training, coaching evaluation and development of assigned staff.
- Performs other duties as assigned.

REPORTING RELATIONSHIP:

Varies to meet organizational needs.

PHYSICAL EFFORT REQUIRED:

Works with light, easy to handle materials requiring little physical effort.

MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:

Bachelor's degree plus four years of experience in the printing of publication, **or** Associate's degree plus six years of experience in the printing of publications. Must have one year of supervisory experience of full time staff. Requires advanced knowledge of print and digital production processes. Proficiency in Quark, Illustrator, PhotoShop, and/or MS Office products and/or any other related desktop publishing software packages to assist in the development and production of publications. Working knowledge of photography and video. Requires the ability to identify and conceptualize the user needs of individuals. Ability to stay current with popular design trends. Ability to communicate effectively, courteously, diplomatically, and have good negotiation skills. Excellent oral and written communication skills in order to effectively communicate with individuals from diverse backgrounds. Strong knowledge and experience in providing effective customer service. Official transcripts will be required. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***