

## PUBLICATIONS SERIES

<b>Code No.</b>	<b>Class Title</b>	<b>Occ. Area</b>	<b>Work Area</b>	<b>Prob. Period</b>	<b>Effective Date</b>	<b>Last Action</b>
1256	Publications Editor	01	213	6 mo.	02/15/11	Rev.
4803	Publications Manager	03	213	6 mo.	02/15/11	Rev.

### *Promotional Line: 341*

#### Series Narrative

Employees in this series perform and/or manage activities involved in the planning, editing, and production of catalogues, operating manuals, newsletters, handbooks, brochures, and other publications that reach a variety of audiences inside and outside a university. The activities typically include editing/formatting copy, counseling clients, developing bid specifications, and interacting with graphic designers, printers, accountants, and others involved in the final production of publications.

#### DESCRIPTIONS OF LEVELS OF WORK

##### **Level I: Publications Editor 1256**

Employees at this level plan, edit, and produce operating manuals, catalogues, timetables, handbooks, and other publications. They work under administrative supervision from a designated supervisor.

A Publications Editor typically –

1. determines format and style of publications
2. provides information on format and style to persons submitting copy
3. determines accuracy of copy content with appropriate sources
4. edits copy and prepares layout
5. arranges for desired art work
6. negotiates time schedules of publications with printer
7. provides liaison between the business office and the printer regarding publication costs
8. assembles data and prepares reports as assigned
9. supervises assigned personnel
10. performs other related duties as assigned

##### **Level II: Publications Manager 4803**

Employees at this level manage activities involved in the planning, editing, and production of university publications. Incumbents are responsible for the overall quality and effectiveness of university publications and work under administrative direction from a designated administrator.

A Publications Manager typically –

1. oversees a publications office and supervises editors, artists, designers, clerical staff, and/or other assigned personnel
2. counsels clients in the most effective communication techniques to achieve communication objectives
3. coordinates/oversees various aspects of publication production (from such activities as writing copy and determining format and style to coordination with printers and distribution of final product) to ensure that quality image is maintained
4. develops bid specifications for publications
5. ensures that publications consistently reflect accurate and current university policies and procedures
6. ensures accuracy of copy content by working with appropriate sources and utilizing quality control techniques
7. develops budget for publications unit; monitors all expenditures; initiates budget line changes to ensure sound fiscal management
8. analyzes printing bids and, in conjunction with business office, selects successful bidders based upon university policies as well as printers' capabilities
9. negotiates production schedules of publications with printers to ensure that deadlines are met
10. assembles data and prepares reports, such as monthly budget reports, monthly publication status reports, and yearly publications reports
11. performs other related duties as assigned

MINIMUM ACCEPTABLE QUALIFICATIONS REQUIRED FOR ENTRY INTO:

**Level I: Publications Editor**

**1256**

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following, totaling **four (4) years (48 months)**, from the categories below:
  - A) credit for college level training in any field
    - 30 semester hours equals 1 year (12 months)
    - 60 semester hours equals 2 years (24 months)
    - 90 semester hours equals 3 years (36 months)
    - 120 semester hours or higher equals 4 years (48 months)

OR

- B) professional experience in editing and producing publications
2. **Two (2) years (24 months)** of progressively more advanced/responsible professional experience in editing and producing publications

KNOWLEDGE, SKILLS, AND ABILITIES (KSAs)

1. Knowledge of publication techniques
2. Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media
3. Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming
4. Skills conducting tests and inspections of products, services, or processes to evaluate quality or performance
5. Ability to read and understand information and ideas presented in writing
6. Ability to communicate information and ideas in writing so others will understand
7. Ability to communicate information and ideas in speaking so others will understand
8. Ability to listen to and understand information and ideas presented through spoken words and sentences
9. Ability to come up with a number of ideas about a topic

**Level II: Publications Manager**

**4803**

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following, totaling **four (4) years (48 months)**, from the categories below:
  - A) credit for college level training in any field
    - 30 semester hours equals 1 year (12 months)
    - 60 semester hours equals 2 years (24 months)
    - 90 semester hours equals 3 years (36 months)
    - 120 semester hours or higher equals 4 years (48 months )

OR

- B) professional experience in editing and producing publications

2. **Four (4) years (48 months)**, of progressively more advanced/responsible professional experience in editing and producing publications

#### KNOWLEDGE, SKILLS, AND ABILITIES (KSAs)

1. Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction
2. Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources
3. Knowledge of publications techniques
4. Skills talking to others to convey information effectively
5. Skills using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
6. Skills motivating, developing, and directing people as they work, identifying the best people for the job
7. Skills considering the relative costs and benefits of potential actions to choose the most appropriate one
8. Skills monitoring/assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action
9. Ability to listen to and understand information and ideas presented through spoken words and sentences
10. Ability to apply general rules to specific problems to produce answers that make sense.
11. Ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated
12. Ability to communicate information and ideas in writing so others will understand
13. Supervisory skills
14. Strong interpersonal skills
15. Managerial ability
16. Ability to learn university policies and procedures