



**Classification Title: Publication Assistant**

<b>Department:</b>	Communications/Marketing	<b>EEO6 Code:</b>	5
<b>Employee Group:</b>	Classified	<b>Salary Grade:</b>	21
<b>Supervision Received From:</b>	Director, Communications, Marketing, and Public Affairs	<b>Date of Origin:</b>	9/2016
<b>Supervision Given:</b>	General Supervision	<b>Last Revision:</b>	9/2016

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.*

**JOB SUMMARY.**

Coordinates the production process of the District's class schedule working closely with the Marketing Communications Coordinator and other team members; assists in event activities and advertising projects; provides clerical support as needed.

**DISTINGUISHING CHARACTERISTICS.**

The Publication Assistant is distinguished from Marketing Communications Coordinator by the former's responsibility for coordinating the production of the class schedule, while the latter class has overall team leadership responsibility for all publication projects.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.**

**Essential Functions:** Essential responsibilities and duties may include, but are not limited to, the following:

1. Coordinates the production of three class schedules per year; acts as lead for the production team, ensuring that team members adhere to timelines throughout the process; edits and revises content; creates ad copy and approves ad space; works with printing vendor throughout the process.
2. Assists with the development and implementation of display ad campaigns and other marketing collateral produced by the department; writes ad copy; proofreads, edits and places ads with various publications.
3. Edits and proofreads various publications produced by the department.
4. Assists Communications/Marketing staff and other work groups with routine clerical duties and other projects as time permits.

**Marginal Functions:**

1. Composes the voice-over message for the District's main phone line; compiles information and writes copy in a voice-over friendly format.
2. Performs related duties and responsibilities as required.

## **QUALIFICATIONS.**

**Experience and Education/Training Guidelines:** Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:** One year of responsible experience involving the development and printing of large-scale, complex publications and other marketing materials.

**Education/Training:** Equivalent to the completion of the twelfth grade supplemented by college-level coursework from an accredited college or university in marketing, business communications, public relations or a related field.

### **Preferred Qualifications:**

Experience developing and printing publications and marketing materials in a college environment.

### **Knowledge of:**

1. Basic principles of marketing and advertising design.
2. Terminology, work processes and local, state and federal requirements applicable to areas of assigned responsibilities.
3. Methods and techniques used to develop college class schedules.
4. Principles and practices of sound business communication; correct English usage, grammar, spelling, punctuation and vocabulary.
5. Rules, policies, procedures, operating practices and software applicable to class schedules.
6. Methods, practices, terminology and procedures used in print design.
7. Basic principles and practices of public administration including budgeting, purchasing and maintaining public records.
8. Modern office practices, procedures and equipment.

### **Skill in:**

1. Organizing, setting priorities and exercising sound independent judgment within areas of responsibility.
2. Working collaboratively with others to complete class schedule production processes efficiently and with a high degree of accuracy.
3. Providing information and guidance to production team members on class schedule production processes in a manner that encourages teamwork and cooperation.
4. Reviewing and proofreading highly detailed class schedules and other publication information and identifying errors, conflicts, omissions and other problems quickly and with a high degree of accuracy.
5. Exercising tact and diplomacy in dealing with others.
6. Organizing and maintaining a variety of records and files.
7. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
8. Establishing and maintain effective working relationships with others encountered in the course of work.

## **WORKING CONDITIONS.**

**Environmental Conditions:** The employee works under typical office conditions, and the noise level is usually quiet to moderate.

**Physical Conditions:** Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to stand and walk for long periods and to use hands repetitively to finger, handle and feel computers and standard business equipment.

**TERMS OF EMPLOYMENT.**

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.