UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Assistant Director, Publications/Design Services

DIVISION: Office of the President

REPORTS TO: Director, Publications

GRADE: 12

SUPERVISES: Graphic design and production staff within the University Publications Office; clerical staff as appropriate.

BASIC FUNCTION:

Administer and direct the visual design, graphic production and electronic publishing activities of the University’s Publications Office. Supervise the activities of the graphics department in the Publications Office. Supervise Production Coordinator in maintaining and upgrading hardware and software components of a sophisticated office electronic publishing system for print and Web publications. Oversee and coordinate the concept development, graphic design and production of a sophisticated program of publications and periodicals designed to support the institutional priorities of the University of Rhode Island and the recruitment and informational objectives of the University’s academic programs. Serve as Art Director and primary designer for the Department of Communications and Community Print and web communications, and serve as ongoing member of University-wide Web initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan and coordinate University and departmental publication priorities and activities with the Director of Publications and the Production Coordinator.

Schedule, supervise, and coordinate the day-to-day activities of the Publications Office graphic design and production staff to meet determined office priorities and deadlines.

Function as a creative director: oversee and direct the visual concept, aesthetics and continuity of ongoing publications and publication series, and special visual design projects handled through the Publications Office.

Serve as a key member of the University’s marketing team, participating in planning sessions and overseeing the execution of a wide variety of materials for institutional advancement and public events.

Function as an electronic publishing specialist for print and Web-based publications: supervise the Production Coordinator in researching and upgrading state-of-the-art hardware and software for Macintosh-based computer network and system, and in troubleshooting and maintaining workstations, printers, image scanners, network components and related equipment.
Function as Art Director of the major alumni periodical and related University periodicals: plan and coordinate periodical design, layout and graphics with assigned graphics designer; consult with Alumni Publications Committee as appropriate; assign editorial graphic, illustration and photographic responsibilities; work with periodical Managing Editor and editorial staff to coordinate scheduling and assignments; and work with production staff to coordinate printing production.

Function as a graphics production manager: initiate technical production procedures; approve production stages from specification planning to final required proofs; oversee design procedures with production staff; and coordinate entire production process with Production Coordinator and office production staff.

Supervise technical aspects of photographic services, including traditional and digital photographic imaging, scanning, and image manipulation for high-resolution grayscale and color output.

Work with the Manager of Advancement Services to oversee a coordinated series of targeted University electronic communications (e-newsletters and e-blasts) and Web-based forms to ensure timely communications with alumni and continuous updates to the Advancement Services database.

Work with the Director of Publications to develop, implement, and monitor a University-wide visual standards program for consistency and effectiveness in overall institutional identity.

OTHER DUTIES AND RESPONSIBILITIES:

Function as graphic designer: assume direct visual design responsibilities for various print and Web-based projects.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Advanced experience in Macintosh publishing and layout applications (inDesign, Illustrator, Photoshop) for print publications and Web authoring required.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Bachelor’s degree in graphic design or a related professional graphic arts degree required. A minimum of five years’ professional experience in publications design with at least two years of publications management required. Prior experience supervising graphic designers as an art director or a director of creative services preferred. A proven sense of graphic design aesthetics and a thorough knowledge of print and Web-based publication production techniques required. Advanced experience in Macintosh publishing and layout applications (inDesign, Illustrator, Photoshop) for print publications and Web authoring required. Sophisticated technical knowledge of electronic publishing hardware, software and system networking required. This position requires that the incumbent possess the ability to communicate effectively verbally and in writing, and be able to organize, coordinate and supervise support staff. Must be able to interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates and others. Must possess strong interpersonal skills.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.