

Class Code:0282
Position #: (PSA) E.....107397
Developed by:KM
Reviewed by:..... SG
Approved by:.....LK
Date: 7/92; 7/08; 8/12; 5/17

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Assistant Director, Publications/ Design Services
DIVISION: Office of the President, Department of External Relations and Communications
REPORTS TO: Director, Communications and Marketing
GRADE: 12
SUPERVISES: Graphic design, photography, and production staff within the University Publications Office; clerical and support staff as appropriate.

BASIC FUNCTION:

Supervise, administer, plan, organize and direct the visual design, graphic production and electronic publishing activities of the University's Publications and Creative Services Office to create a coordinated program of sophisticated print and electronic materials designed to support the institutional advancement, branding, and marketing priorities of External Relations and Communications. Supervise Production Coordinator in maintaining and upgrading hardware and software components of a sophisticated office electronic publishing system for print and Web publications. Serve as Art Director and primary designer for the Department of External Relations and Communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Administer University and External Relations and Communications priorities for print and electronic publications, including, but not limited to: the University's quarterly magazine; Alumni Association publications; Admission publications, including the Viewbook and key academic recruitment materials; Academic publications, University Events, including Commencement, and special event promotional materials; the University's biweekly electronic newsletter and divisional email communications.

In consultation with Executive Director of External Relations and Communications and Director of Marketing and Communications, plan and coordinate University and departmental publication priorities and activities .

Schedule, supervise, and coordinate the day-to-day activities of the Publications and Creative Services Office to meet determined office and university 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. Work collaboratively with the Marketing and Advertising Manager along with other professionals of External Relations and Communications to plan and analyze publication needs, and to apply key branding and marketing messages.

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 and work in consultation with the Editor in Chief 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 and the Web Communications Manager to oversee and coordinate technical management design, production, and scheduling of in-house electronic subscriptions program, including the bi-weekly electronic newsletter and a 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.

Assist in the development, implementation, and monitoring of 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.

Serve on the University's magazine editorial board.

Serve as a member of the Executive Director's team and the Director's management team.

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:

Required:

Bachelor's degree in graphic design or a related professional graphic arts degree required. A minimum of five years' professional experience in print and electronic design with at least two years of publications management required, preferably in higher education. Experience in the effective management of budget, personnel, and scheduling, and in leading a creative team. 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. Demonstrated extensive knowledge of print and electronic production; demonstrated familiarity with the creation and updating of visual graphic standards for media used in a complex organization. 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. Demonstrated ability to prepare and present concepts, budgets, and production plans for publications project to peers and administrators. Must be able to interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates and others. Must possess strong interpersonal and organizational skills. Demonstrated ability to manage multiple publications projects simultaneously to meet deadlines.

Preferred: Experience working with advanced desktop publishing software, project management software, electronic newsletter and e-mail communications management software, and Web content management software, preferably WordPress; experience with marketing strategy, branding, and market research; experience working in an advanced Macintosh desktop publishing environment.

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