UNIVERSITY OF SOUTHERN CALIFORNIA

Publications Specialist

Job Code: 129021

Grade: H
OT Eligible: Yes
Comp Approval: 1/1/2007

JOB SUMMARY:
Manages design, art direction, etc. and writes copy for various types of publications and/or documents. Oversees typesetting, page layout, and production. Screens, hires and oversees work of vendors, freelance artists, designers, typesetters, etc. and/or employees. May conduct and coordinate photo assignments. Coordinates production schedules.

JOB ACCOUNTABILITIES:

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Manages design, art direction, page layout, illustration, graphics and photo selection for assigned periodicals, publications and/or documents in accordance with department and University editorial standards. Determines appropriate presentation of theme for publications, proposals, articles, etc., when necessary.

Writes copy for University, school, and/or department publications, such as advertising copy, articles, brochures, bulletins, catalogs, letters, training materials, newsletters, press releases, programs, proposals, speeches, technical reports, theses, etc.

Oversees typesetting, layout, and page production for assigned publications. Specifies printing requirements, checks bluelines, prepares camera-ready art, supervises color separations, checks color keys, printer's proofs and press proofs.

Screens, hires and oversees work of vendors and freelance artists, designers, photographers, typesetters, etc. Determines schedules. Ensures timely completion of work. May conduct and coordinate photo assignments, contact subject to schedule and confirm shootings, travel to assigned locations and take photos, etc.

Schedules, assigns and prioritizes workloads of staff supervised, such as graphic artists, photographers, administrative support, etc. Monitors employee performance on day-to-day basis. Ensures timely completion of publications and projects.

Analyzes and evaluates vendors and potential vendors on annual basis. Makes recommendations for blanket contracts. Prepares specifications for bids. Selects appropriate vendor for each project. Supervises jobs in progress and ensures vendor payment.

Schedules and coordinates all aspects of publication production in order to meet all applicable deadlines, such as design, typesetting, layout, paste-up, printing, binding, distribution, etc.

Uses computerized graphics, word processing, and desktop publishing software to design and create a variety of documents.

Coordinates office technology efforts. Oversees acquisition, installation, maintenance and usage of technology, including computers, workstations, LAN's, faxes, word processing systems, copiers, etc. Enhances office functions and productivity through use of hardware and software.
Establishes and maintains appropriate network of professional contacts. Maintains currency with professional organizations and publications. Attends and participates in meetings, conferences, etc. Represents University and/or unit, as assigned or appropriate.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of University's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

**EMERGENCY RESPONSE/RECOVERY:**

Essential:  ☐ No  ☐ Yes  In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

**JOB QUALIFICATIONS:**

**Minimum Education:**

Bachelor's Degree

**Minimum Experience:**

2 Years

**Minimum Field of Expertise:**

Degree in Commercial Art or Journalism. Experience in publications design/production. Working knowledge of desktop publishing, word processing, publications technology, graphics, design, printing, photography, and advertising/marketing. Knowledge of publication standards and techniques. Ability to work with professional vendors and diverse clients.

**Preferred Experience:**

3 Years

**Skills:** Other:

- Assessment/evaluation
- Budget control
- Communication -- written and oral skills
- Conceptualization and design
- Conflict resolution
- Consulting
- Counseling
- Creative writing and editing
- Graphic design
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Marketing
Negotiation
Networking
Organization
Photography/darkroom techniques
Planning
Problem identification and resolution
Project management
Public relations
Scheduling
Staff development
Supervisory Skills
Teaching/Training

Skills: Machine:
Computer Network (Department or School)
Computer Network (University)
Computer Peripheral Equipment
Fax
Personal Computer
Photocopi

Supervises: Level:
Supervises employees and student workers

Supervises: Nature of Work:
Administrative
Clerical/Secretarial
Technical

SIGNATURES:
Employee: ___________________________ Date: ___________________________
Supervisor: ___________________________ Date: ___________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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