



**Connecticut State Community College
Job Description
Assistant Director of Publication Services**

Salary Grade:
CCP 16 (Subject to Willis)

Date Approved/Revised:
Rev 1. 9/28/23

Position Purpose

The Assistant Director of Publication Services optimizes print publication procedures, ensuring efficiency and smooth workflow in the production of college marketing and organizational collaterals, handbooks, brochures, promotional posters, postcards, flyers, business cards, letterhead and other print materials used to meet marketing and organizational goals. The incumbent will utilize their publications knowledge/experience to assist and collaborate with the CT State Marketing Team.

Supervisory and Other Relationships

The Assistant Director of Publication Services reports to the Director of Creative & Publication Services. The incumbent supervises Publication Services Associate and student workers.

The position is required to have cooperative and collaborative relationships with members of the marketing team and employees throughout the college and its campuses. The Assistant Director of Publication Services also maintains relationships with various hardware, supply, and service vendors.

Examples of Duties

The Assistant Director of Publication Services supports CT State and its campuses through both in-house printing services and management of projects by outside printing and mail service vendors. This is accomplished through effective performance in these essential duties:

- Use various in-house printing and production equipment, including multi-function color printers, scanners, folders, scorers and various cutters
- Monitor print job submissions for adherence to CT State style guides
- Monitor and evaluate trends in the printing industry and maintains a broad professional network
- Develop and monitor annual print budget
- Oversee delivery methods and maintain delivery record files
- Maintain office standards for file storage and archiving
- Drive continuous improvement in systems, methods and processes to ensure that publication services are operating efficiently and effectively
- Maintain extensive theoretical and practical knowledge of digital and analog printing and pre-press procedures
- Possess specific knowledge of working with print and mail vendors (in-person representatives as well as online resources) to request bids for and produce print materials
- Participate in regular status meetings with the Creative and Publication services unit to track workflow and job progress
- Provide project hour estimates and accountability for projects undertaken
- Develop and implement strategies that demonstrate forward thinking and innovation for how publications are printed and distributed, and clients are served
- Produce purchase requisitions and monitor purchasing process through delivery and completion
- Triage, manage and troubleshoot print deadlines

Professional Participation and Development

In addition to the accountabilities listed above, the Assistant Director of Publication Services is required to carry out the essential duties of:

- Service on assigned committees and task forces.
- Attendance and participation at committee, staff, informational and professional meetings.
- Attendance and participation in at least one convocation and commencement ceremony.

These may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft 365.

Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- In-house printing and production
- Equipment maintenance
- Desktop publishing and media output
- Quality control
- OSHA guidelines
- Digital and technology literacy
- Deadline and budget oversight
- Experience serving as a trainer/skills instructor

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor's degree in a relevant field and 2-45 years of related experience, or a combination of education, experience and training which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

The incumbent typically performs work in offices, and a graphics and print shop. The incumbent may travel to central office meetings and conferences, and to such locations as graphics and print shops, and other places where the public may assemble. The incumbent should be able to lift forty pounds. Reasonable accommodations will be made for persons with disabilities.