

MANAGER, PUBLICATIONS AND ELECTRONIC MEDIA

CLASS SUMMARY

Under general direction – plans, organizes, directs and supervises the Publications Department operations; manages written and visual content on all district and college web sites; consults with management, faculty and students on their publication and electronic media needs; assumes and performs related duties and responsibilities as required.

REPRESENTATIVE DUTIES

Plans, organizes, schedules, directs and evaluates the operations of the publications department; supervises, trains and evaluates personnel; writes specifications for publication projects; prepares reports; maintains department budget; supervises the maintenance of equipment, inventory and supplies; oversees vendor contracts and ensures quality of services; makes improvements in the product and processes of the publications department; establishes procedures and ensures cost control. Serves as the primary contact for the district's web sites; manages the content, design and maintenance of web sites, intranet and other electronic media; develops promotional strategies using the district's online and new media resources; develops content for use on web sites; reviews, edits and organizes electronic content. Assists and provides technical support to staff in developing/upgrading web pages or other electronic media content. Implements web site upgrades and provides training for staff. Ensures that web pages are accessible to people with disabilities; researches and analyzes new technologies for potential application to existing online mediums. Analyze and report on metrics for website traffic and social media engagement.

ORGANIZATIONAL RELATIONSHIPS

This class reports to the Director of Communications and Publications and supervises assigned staff. This class consults with faculty, management and administrative personnel and students on their publications and electronic media needs.

DESIRABLE QUALIFICATION GUIDE

Training and Experience

Any combination of training and/or experience equivalent to a bachelor's degree and 5 years experience in media and/or publications. Experience working in an educational environment is desirable.

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(continued)

Knowledge and Abilities

Knowledge of: the uses, operation and maintenance of publications equipment; web design principles, practices, trends and techniques; principles of production, layout and efficient work flow; principles of training and supervision; graphic arts and web creation software; English, spelling, punctuation, hyphenation and grammar.

Ability to: plan, layout and organize the work of a publications center; organize and schedule projects; train and supervise personnel; communicate effectively; establish and maintain effective working relationships with faculty, staff, students and vendors.