



Fremont Union High School District

Position: Publications Specialist

Department/Site:	Adult & Community Education	Range:	119
Reports to/ Evaluated by:	Director of Adult & Community Education or designee	Work Year:	245
		Months:	12

Summary of Basic Functions & Responsibilities

Under the supervision of an Adult Ed. Administrator, designs, composes, formats, and coordinates production of promotional materials, course catalogs, handbooks and other materials used to inform parents, students, staff, and the community of educational opportunities. Coordinates class schedules and teaching assignments. Understands and works effectively with people of differing cultures.

Essential Duties & Responsibilities

Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.

- Determines and prepares class schedules, room assignments and class fee schedule; notify faculty of assignments, resolve conflicts and perform appropriate changes; enter data into database program.
- Plans and organizes an annual instructional calendar for the Adult Education faculty. Establishes and publicizes an annual timeline for catalog production, notifying appropriate printers, graphic artists, program coordinators, and faculty.
- Design, revise and produce a catalog layout using graphic design software programs.
- Design catalog cover and Spotlight page. Use independent thinking to solve design issues.
- Prepare electronic catalog pages for printer using preflight utility and resolve missing links, photos to black & white, color to CMYK. Manage missing data across computer platforms.
- Proofreads catalog draft materials and prepares and distributes copies for review by program coordinators. Works with agency providing printing services to finalize and publish documents.
- Coordinates final printing and mailing of catalogs; coordinates delivery of catalogs to various distribution sites. Prepares and delivers auxiliary bulk-mailing to the post office. Analyzes course attendance by geographic area and allocates mailings accordingly.
- Prepare PDF files for ACE instructors and e-mail mini versions of catalog to optimize enrollment and program awareness. PDF files are created for Fee-based, Parenting and Seniors Programs. E-mail to instructors as needed. Provide the Systems support Tech a copy of full catalog PDF file to be uploaded onto Web server.
- Prepare Site Sign-In sheets and Saturday class schedule. Prepare and distribute master schedule, teacher's contact data sheets and cost accounting codes.
- Determine and prepare class schedules in FileMaker Pro, determine room conflicts and advise administration and make updates per administrative direction.
- Produces Requests to Teach & Contracts for: Fee-based, Vocational, Parenting, Older Adults and ESL Programs. Generate mailing labels and courses file data. Maintain data, teacher entries to assist in proper cost accounting numbers to facilitate to assist budget report accuracy. Analyze data and prepare reports providing statistical and financial information to managers as it relates to their programs.

- Prepares and distributes confirmation letters notifying faculty of class assignments and providing faculty with packets, worksheets, fee schedules, class status sheets and other materials required for registration of classes.
- Establishes and maintains records, reports and files.
- Works with purchasing and ACE administrators in the preparation of printing specifications for award of ACE Class printing contract. Preparation for meetings and function as contact liaison to answer catalog needs.
- Prepares presentation materials such as overheads, charts, and graphs by integrating images from graphics software and spreadsheets to computerized desktop publishing.
- Updates and maintains internet and intranet web pages that contain text and graphics and are accessed through a web site. Assures that web pages maintain an appealing flow and uniformity with regard to visual image and accessibility.
- May perform office assistance during split shift; distribute keys and other materials to faculty; collect attendance and time sheets.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

Knowledge and Skills:

- Requires knowledge of the steps in identifying content, and organizing, sequencing, and producing publications.
- Recommended knowledge of modern desktop publishing software.
- Requires knowledge of computer-aided office productivity tools including but not limited to, word processing, graphics, internet and intranet web page editing programs. .
- Requires well-developed language and writing skills to prepare professional materials and edit text to be suitable for communications.
- Recommended knowledge of photography to transfer images for publishing.
- Requires well-developed human relation skills to interact and discuss technical information with a wide range of contacts throughout the District and community.
- Requires knowledge of public relations techniques
- Requires the ability to identify, organize, and sequence activities that support publications and general marketing and communications materials.
- Requires the ability to conceptualize and prepare layouts for marketing materials.
- Requires specialized knowledge of principles of Data Base Management and Graphic Design, layout, and production of written and printed materials.
- Requires the ability to work under deadline pressure and handle simultaneous projects.
- Requires the ability to access web site pages to edit and update material.
- Requires the ability to troubleshoot problems associated with production of graphics and web page images.
- Requires the ability to compose written copy from instruction, concept, or hand copy and convert to formats suitable for external distribution.
- Understands the policies and objectives of the A.C.E. program and activities.
- Requires knowledge of bulk mailing procedures and processes.

Physical Abilities:

- Requires ambulatory ability to sit for extended periods of time and stand and walk for intermittent periods of time.
- Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis.
- Requires hand-arm-eye coordination to operate a personal computer keyboard at an advanced rate.

- Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers.
- Requires auditory ability to carry on conversations in person and over the phone.
- Requires maintenance of current knowledge of Adult Education program rules, regulations, requirements and restrictions.
- Under some circumstances, further testing may be required to determine if an applicant is able to perform the essential duties with or without reasonable accommodation.

Education:

- Requires a high school diploma or equivalent and college course work in graphic art, publications, journalism or related field and two years publications or office experience in a school environment.

Licenses & Certificates:

- May require a valid driver's license.
- Requires fingerprint clearance from the Department of Justice and Federal Bureau of Investigation.

Working Conditions:

- Work is performed in a school office environment subject to interruptions and noise.