Connecticut State Community College
Job Description
Assistant Director of Publication Services

Salary Grade: CCP 16 (Subject to Willis)
Date Approved/Revised: 2/15/23

Position Purpose
The Assistant Director of Publication Services devises strategies to optimize publication procedures, ensuring efficiency and smooth workflow in the production of college marketing and organizational materials, handbooks, brochures, promotional posters, postcards, flyers, business cards, letterhead and other print materials.

Supervisory and Other Relationships
The Asst. Director of Publication Services reports to the Director of Creative & Publication Services as part of the CT State marketing unit. The incumbent supervises Publication Services Associate and student workers.

The position is required to have cooperative and collaborative relationships with marketing and communications staff and staff throughout the college. The incumbent is expected to represent CT State in a positive manner and to collaborate with academic and student services departments to recruit and retain students.

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:

- Monitor publications for adherence to CT State style guide
- Identify opportunities for process improvement, business development and inter-departmental initiatives
- Maintain collaborative and productive working relationships with internal and external colleagues
- Oversee special projects as directed by the Creative Director or that involve additional stakeholders
- Monitor and evaluate trends in the publishing industry and maintains a broad professional network
- Provide reports on industry trends or other topics to senior management
- Develop and monitor annual print budget
- Develop delivery methods and maintain delivery record data files
- Drive continuous improvement in systems, methods and processes to ensure that publication services are operating efficiently and effectively
- Provide oversight for the development and training of Publication Services Associates or other marketing staff members on new technical skills
- Participate in regular status meetings with the Creative and Publication services unit to track progress of material due
- Supervise the Publications team.
- 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
- Management and training of student workers, including print prepress production using Adobe Creative suite, showing how digital presses work, monitoring the completion of printing orders and customer service with clients
- Producing and monitoring Purchase Requisitions in collaboration with procurement and financial departments
- 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 at least one convocation and commencement ceremony.

All of these may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain expertise and competencies including required technological skills. 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 Office (Word, Excel, Outlook, Teams etc.) Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Desktop publishing (Adobe Creative suite) and media output (Fiery Imposition)
- Strong digital and technology literacy skills (Variable data: Objectif Lune)
- Continuously updating online ordering system (Aleyant Pressero)

These skills and abilities typically are acquired through a combination of education, experience, and training which would include a Bachelor’s degree and 1-4 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 position’s work normally is primarily performed at the Gateway campus but may include travel between campuses or to the CT State office at 185 Main Street, New Britain, or to such locations as offices, graphics and print shops, and other places where the public may assemble. Reasonable accommodations will be made for persons with disabilities.