

IMPERIAL COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PUBLIC COMMUNICATIONS, PRINTING AND DESIGN SPECIALIST

BASIC FUNCTION:

Under the direction of an assigned supervisor, perform campus printing operations; perform clerical duties; handle and distribute district mail as required; assist with printing design projects; and assist with preparing and distributing marketing materials.

REPRESENTATIVE DUTIES:

The following duties are typical for this classification.

Coordinate and perform campus printing and duplication operations; prioritize and complete printing requests by required deadlines; provide finished print with appropriate finish as requested. *E*

Assist in desktop publishing and digital graphic design as required. *E*

Provide technical expertise and consultation regarding campus printing needs. *E*

Operate a variety of specialized equipment such as computer, scanner, industrial grade copiers, folder, printer, small copiers and other related equipment. *E*

Operate required software for printing and design. *E*

Conduct troubleshooting and minor adjustments and repairs of reproduction equipment as needed. Work with vendors on more complex repairs. Assist with the replacement of equipment. *E*

Track campus printing costs and needs, assure adequate material supplies are ordered and available for use. Assist supervisor in monitoring and maintaining printing budget. *E*

Perform clerical duties for the department as assigned, including the receiving, sending, handling and distribution of mail.

Assist supervisor and staff in the development, production and distribution of marketing material, including flyers, brochures, newsletters, programs, posters, website content, other college content management systems and tickets as required. *E*

Train and provide work direction and guidance to student assistants; provide technical guidance and monitor work methods and progress; assign and review student work.

Assist administration, faculty and staff in planning, organizing, promoting and coordinating campus special events and activities. *E*

Maintain and monitor College's social media sites including posting information for the community as well as directing inquiries to the appropriate departments. *E*

Assist in screening material and information to be posted on campus, social media, content website, content calendar, and newsletter. *E*

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

Knowledge of:

- Methods, equipment and materials used in modern printing operations and activities.
- Software programs for printing and basic design.
- Operation of copiers and associated equipment.
- Proper use, handling, storage and disposal of hazardous materials and waste.
- Recordkeeping methods and techniques.
- Correct English usage, grammar, spelling punctuation and vocabulary.
- Oral and written communication skills.
- Interpersonal skills using tact, patience, diplomacy and courtesy.
- Planning and organizational skills.
- Technical aspects of field of specialty.
- Health and safety regulations.

Ability to:

- Plan, prioritize, and coordinate printing operations.
- Meet deadlines.
- Operate modern office equipment and software.
- Operate printing equipment safely, effectively and efficiently.
- Establish and maintain cooperative and effective working relationships with others.
- Communicate effectively both orally and in writing.
- Troubleshoot and make minor adjustments or repairs to printing equipment.
- Relate effectively to people of varied academic, cultural and socio-economic backgrounds.
- Exercise good judgment.

EDUCATION AND EXPERIENCE: Any combination equivalent to: graduation from high school and two years of experience working in printing, publishing, web content, marketing, and/or social media.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

PHYSICAL DEMANDS:

Incorporated within one or more of the previously mentioned essential functions of this job description are essential physical requirements. The chart below indicates the percentage of time spent on each of the following essential physical requirements.

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|----|-------------------------------|----|--------------------------------------|
| 1. | Seldom = Less than 25 percent | 3. | Often = 51-75 percent |
| 2. | Occasional = 25-50 percent | 4. | Very Frequent = 76 percent and above |

- 4 a. Ability to work at a desk, conference table, or in meetings of various configurations.
- 1 b. Ability to stand for extended periods of time.
- 4 c. Ability to sit for extended periods of time.
- 4 d. Ability to see for the purpose of reading printed matter.
- 3 e. Ability to hear and understand speech at normal levels.
- 4 f. Ability to communicate so others will be able to clearly understand a normal conversation.
- 1 g. Ability to bend and twist.
- 2 h. Ability to lift 50 pounds.
- 2 I. Ability to carry 50 pounds.
- 4 j. Ability to operate office equipment, computer, or related peripherals.
- 1 k. Ability to reach in all directions.

This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of individuals so classified.