

Jurisdictional Class: Competitive
Adopted: December 13, 2022

COMMUNICATIONS AND PUBLICATIONS ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: This is beginning level work involving planning and carrying out communications and publications functions for member school districts. The position assists with the written, visual, and technological presentation of information for school district programs and events. The work is performed under general supervision from the Communications and Publications Manager with some leeway allowed for the use of independent judgement in carrying out the details of the work. Supervision is not a function of this position. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

- May assist with developing format and preparing layouts to guide printers in the publication of a variety of material for information to be disbursed;
- Aids and supports staff in the development and the design of the websites to create desired content;
- Proofreads written material for proper grammar and clarity prior to publication;
- Assists with designing and developing forms, posters, pamphlets, brochures, newsletters, etc. as directed;
- May take and develop photographs to be used for publications or various audio-visual displays and news story presentations;
- May assist in the creation of written and graphic publications specifically appropriate for CVES (Champlain Valley Educational Services) and component school district needs;
- Assists with gathering information from a variety of sources to provide informational brochures which are useful and provide direction and information to various groups;
- May aide in the development of annual programs and service guides;

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

- Good knowledge of English grammar, punctuation, and usage;
- Good knowledge of the principles of good photography and their use in promotional and publicity work;
- Good knowledge the principles, terminology, and techniques of publicity, promotion, and journalism;
- Good knowledge of the concepts and terms used in printing and reproduction;
- Working knowledge of the practices and techniques of layout, format, design, and compositions of publications and photographic graphics for inclusion into publications;
- Working knowledge of basic concepts and terms used in printing and reproduction related to the area of photography and publication layout and design;
- Working knowledge of the methods and procedures of publishing and distributing printed informational material;
- Skill in the use of desktop publishing equipment including hardware, current software packages, and applications as applied to layout, format, design, and composition of publications;
- Skill in editing and proofreading techniques;
- Ability to learn new web development tools;
- Ability to layout and design publications, inclusive of graphics;
- Ability to develop and maintain good working relationships with the media;
- Ability to relate well with school administrators, teachers, and other school district personnel;
- Ability to work well with fellow employees, company representatives, and related individuals;

Communications and Publications Assistant

Ability to communicate effectively both orally and in writing;
Artistic and photographic skill.

MINIMUM QUALIFICATIONS: Possession of at least sixty (60) credit hours from a regionally accredited or New York State registered college or university; fifteen (15) of which must have been in Graphic Arts, Photography, Communications, Journalism, Public Relations, Audiovisual Technology, or related field.