

Jurisdictional Class: Competitive  
Adopted: August 3, 2004  
Revised: January 1, 2024

**PUBLICATIONS SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** This work involves the responsibility for performing technical work in the design and layout of publications using desktop publishing and website development and design. This position encompasses specific graphic arts and assisting with website development responsibilities to include scheduling and coordinating printing and duplicating, desktop publishing, graphics layout, and assist with website design, website monitoring and updates, inventory control, purchasing, and customer relations. This position may also be involved in planning and carrying out promotional and informational functions concerning specialized programs. The work is performed under general supervision with leeway allowed for the use of independent judgment in carrying out the details of the work. Supervision may be exercised over subordinate staff. The incumbent does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

- Schedules printing requests such as layouts, stock, color, ink, formats, designs, typesetting services, and compositions for publications using computerized systems and desktop publishing software and peripherals, such as scanners, laser printers, and color printers;
  - May develop format and prepare layout to guide printers in the publication of a variety of material for information to be disbursed to the general public and/or special interest groups.
  - Assist with artistic and photographic graphics for publications and coordinates pre-press services, including but not limited to: camera work, line shots, half-tones, enlargement and reduction of camera ready copy, tint screens, second color registration, and layout for printing;
  - Supports staff in the development and the design of the websites to create desired content;
  - Proofreads written material for proper grammar, punctuation, and clarity prior to publication and proofreads typeset materials for errors;
  - Calculates job costs and maintains records for all printing/duplicating jobs and transactions and processes invoices and billing for outgoing printing jobs;
  - Reviews, and schedules all desktop publishing operations such as layout, design, and typesetting services utilizing computerized systems and maintains knowledge of current programs used for desktop publishing;
  - Designs forms, posters, pamphlets, brochures, newsletters, letterhead, catalogs, handbooks, etc. as required;
  - Recommends the most informative, feasible, cost effective, and efficient way of including graphics and narrative information in publications and which publications are to be produced in-house and which, if any, are to be subcontracted;
  - May take and develop photographs to be used for publications or various audio-visual displays and news story presentations;
  - Assist with preventative maintenance program, maintains service agreement programs, and related technical support;
  - Schedules maintenance and service on all equipment and works with Director or Coordinator to coordinate the installation, service, and major repairs of equipment;
  - May assist in such administrative functions as monitoring expenditures, answering routine correspondence, and organizing special events;
  - Maintains parts and supplies inventory, initiating orders, and monitoring delivery;
  - Prepares all specifications for equipment purchases and/or lease;
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Monitors daily utilization of postage operation, maintains monthly control and billing of separate mailing accounts, and maintains leasing and maintenance contracts;  
May be responsible for planning and carrying out promotional and informational functions concerning specialized programs;  
May supervise subordinate staff;  
May assist in the creation of written and graphic publications specifically appropriate for component districts, departments or municipalities for such documents as newsletters, promotional brochures, annual budget literature, capital project literature, visual displays, etc.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:**

Good knowledge of the practices and techniques of layout, format, design, and compositions of publications and photographic graphics for inclusion into publications;  
Good knowledge of website design, maintenance, and update;  
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 of the concepts and terms used in printing and reproduction;  
Working knowledge of the methods and procedures of publishing and distributing printed informational material;  
Working knowledge of the proper layout of maps and illustrations;  
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 the use of printing and reproducing machines such as headliners and compositors;  
Skill in editing and proofreading techniques;  
Ability to learn new web development tools;  
Ability to layout and design publications, inclusive of graphics;  
Ability to communicate effectively both orally and in writing;  
Ability to interface effectively with service bureaus and printers to achieve desired product;  
Ability to coordinate various work assignments and meet deadlines;  
Ability to supervise the work of others;  
Ability to prepare material for publications;  
Artistic and photographic skill.

**MINIMUM QUALIFICATIONS:** Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Graphic Arts, Photography, Printing Communications, Advertising, Audiovisual Technology, or related field and one (1) year of experience in the composition, design, layout, and reproduction of print material including graphic arts and desktop publishing; or
- (b) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in Graphic Arts, Photography, Printing Communications, Advertising, Audiovisual Technology, or related field and three (3) years of experience as defined by the limits of (a) above; or
- (c) An equivalent combination of training and experience as defined in the limits of (a) and (b) above.

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**NOTE:** Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.