

Jurisdictional Class: Competitive  
Adopted: August 27, 2021

**COMMUNICATIONS AND PUBLICATIONS MANAGER (CVES)**

**DISTINGUISHING FEATURES OF THE CLASS:** This work involves the responsibility for management of website development, design, and maintenance, writing and editing copy for publications and websites, design and layout of publications using desktop publishing, video production, photography, and printing services for the school district and component districts. An employee in this position is responsible for assisting and overseeing activities intended to garner support from the public regarding school district programs, and aids in establishing and maintaining positive working relationships with component school districts to which CVES provides promotional and informational communications services. The work is performed under the direction of the Assistant Superintendent for Instructional Services with considerable leeway allowed for the use of independent judgement in carrying out the details of the work. Supervision and coordination is exercised over the work of subordinate personnel. The incumbent does related work as required.

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

- Develops quality standards, policies and procedures, and sets goals and objectives for all operations within the department;
- Communicates and coordinates with school districts to evaluate and meet their needs;
- Makes recommendations to CVES administration and component school districts regarding effective communication strategies based on desired outcomes;
- Supervises the coordination of work with component districts, faculty, and staff members, including establishment of timetables and deadlines;
- Confers with outside vendors and contractors providing services to CVES and component school districts;
- Oversees and assists with various department processes, such as website development, design, and maintenance, creation of written and graphic publications, publication format development and preparation, development, production, and editing of promotional videos, and development and maintenance of photograph and video library for CVES and component districts;
- Responds at management level to school district staff concerns as they relate to satisfaction with all services provided by the department;
- Assists in the writing, editing, and proofreading of written material for proper grammar, punctuation, and clarity prior to publication;
- Interviews, hires, and coordinates training for subordinate personnel;
- Directs, assigns, and evaluates the work of subordinate personnel;
- Supervises and assists with the oversight of job costs, billing, sub-contracting costs, service agreements, printing equipment maintenance, and inventory management;
- Prepares, submits, and manages departmental budget;
- Assigns and manages special projects;
- Other duties as assigned by Assistant Superintendent.

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

- Thorough knowledge of the practices and techniques of layout, format, design, and composition of publications and photographic graphics for inclusion into publications;
- Thorough knowledge of methods and procedures of publishing and distributing printed informational material;
- Thorough knowledge of publicity and promotion techniques;
- Good knowledge of grammar, punctuation, and usage;

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Good organizational skill;  
Good knowledge of principles of photography and their use in promotional and publicity work;  
Skill in editing and proofreading techniques;  
Working knowledge of the organizational structure of the various educational facilities on the secondary level;  
Ability to develop and maintain good working relationships with the media and component districts;  
Ability to relate well with school administrators, teachers, fellow employees, and other school district personnel;  
Ability to oversee and supervise the work of others;  
Ability to communicate effectively both orally and in writing;  
Ability to coordinate various work assignments and meet deadlines;  
Ability to analyze and resolve complex problems;  
Initiative;  
Sound judgement.

### **MINIMUM QUALIFICATIONS:** Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Graphic Design, Communications, Media Studies, Advertising, Journalism, Public Relations, or closely related field and four (4) years of experience in journalism and/or publication; or
- (b) Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in Graphic Design, Communications, Media Studies, Advertising, Journalism, Public Relations, or closely related field and six (6) years of experience in journalism and/or publication; or
- (c) An equivalent combination of training and experience as outlined by the limits of (a) and (b) above.