

EAST BAY REGIONAL PARK DISTRICT

PUBLICATIONS COORDINATOR

GENERAL FUNCTION

Under general supervision, to design, produce and coordinate a variety of District publications and materials for educational, public relations, public information and marketing purposes and to do other work as required.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Develops and produces, or assists in the development and production of, a variety of District publications such as park brochures, trail guides, pamphlets, posters, special event flyers, monthly newsletters and annual reports; schedules all publication phases from conceptualization to an approved finished product; completes and/or coordinates the range of tasks associated with publication production which may include research, copywriting, map designing, illustrating and preparing camera-ready art; interfaces with outside printers, and suppliers; works closely with staff requesting the District publication; aligns publication content to appropriate marketing level; reviews other District publications for approval; and may assist in planning and implementing special events. Assists in graphic and content updates of web site as needed. Supervises development and implementation of new content or functionality of web site.

MINIMUM QUALIFICATIONS

- Education: A Bachelor's Degree from an accredited college or university with major work in graphic design, art, communications, public relations or other appropriate degree, and
- Experience: Two years full-time work experience that includes significant work-related duties. Acceptable related work areas include graphic art, publications, public relations, or design. Additional experience may be substituted for two years of education on a one for one-year basis.
- License: A current and valid driver's license is a condition of initial and continued employment in this classification.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of graphic arts, illustration, design, photography, production, and printing processes. Knowledge of web page standards and policies, e-commerce, new web technologies, and understanding of internet working. Must be proficient in the Macintosh platform; must possess competency in word processing, spreadsheets, and email; and be proficient in the most current graphics software application programs; ability to research, write copy and accurately type; ability to work in a group or independently; ability to maintain cooperative internal and external working relations; initiative to follow through on assignments.

REPORTS TO: Assistant General Manager, Public Affairs

SUPERVISES: Web Designer and Graphic Designer

Employment Category: AFSCME Local 2428, Range 14
Resolution: 1987-1-
Adopted By Board 1-20-87
Revision Approved by General Manager: December 15, 2010