



CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
PUBLICATIONS WRITER	31	B	7.817

Under general supervision, Publications Writers prepare, write, and proofread brochures, articles, digital media, advertisements, and promotional or informational publications; coordinate and review design, graphics, and printing functions; and plan and implement publicity and promotion of events.

Write material for publications by receiving assignments and adhering to established deadlines for continuing publications; develop theme or subject matter; research information; consult with staff; coordinate assignments and time frames; organize reference materials; create original copy; take photographs or arrange for photography; proof, revise and assemble all necessary materials in preparation for printing.

Coordinate materials for publication by providing specifications to graphics and/or printing; obtain and review cost estimates; make revisions necessary to comply with budgetary restraints; review design, content, layout, and photography work; check copy for accuracy; proof design elements and oversee printing and distribution to ensure quality of final product and conformity with plans.

Plan and implement distribution of materials to targeted populations; identify markets and compile lists of individuals within those markets; devise strategies for promoting information; contact organizations, clubs, firms, governmental and administrative agencies, and the news media by way of electronic dissemination of press materials, promotional items, press kits, photos and publications; and distribute materials to promote programs and create awareness; utilize Internet sites to research media outlets and resources, and track press coverage.

Write advertisements, press releases, public service announcements and/or scripts for video production by gathering information from various sources and selecting graphic designers, people, props, or technical approaches; verify facts and write appropriate and effective material.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university with major coursework in journalism, English or closely related field and one year of experience writing, editing, or preparing and disseminating information for publication through print and digital media; **OR** an equivalent combination of education and experience.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application):

Detailed knowledge of: English grammar, syntax, spelling, punctuation, and style and persuasive writing techniques. **Ability to:** write and edit feature stories; write copy for publication in newspapers, newsletters, magazines, digital media and professional journals; translate complex or technical material into basic English suitable for a variety of audiences; adapt writing styles to suit a particular audience and/or publication; write professional, detailed and formal informational publications; proofread written materials and identify errors with a high degree of accuracy; communicate clearly and concisely; establish and maintain cooperative working relationships with coworkers, faculty, public relations professionals at other agencies, clients and

MINIMUM QUALIFICATIONS (cont'd)**ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (cont'd)**

information sources; analyze information, problems, situations, practices and procedures to complete assignments accurately and on schedule; organize material, information, and graphics to ensure clarity; coordinate deadlines by determining the time frame and sequence of events necessary to complete assigned projects in a timely manner.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Working knowledge of: federal copyright laws and journalistic code of ethics; acceptable writing style guidelines such as Associated Press Stylebook and Chicago Manual of Style; graphic arts and writing copy to specific design parameters; publications and information guidelines established by employing department; page layout software, and hardware used in the assigned office, and electronic dissemination of press materials, promotional items, press kits, photos and publications. **Ability to:** prioritize tasks based on deadlines, office procedures and changes in assignments; follow instructions, work independently and follow through on assignments with minimal directions; visualize final product; produce tailored publications for target audiences; size and crop photos and calculate percentages for production; apply cost-effective techniques in producing publications; implement **marketing/public** relations programs and plans.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.817

ESTABLISHED:	9/27/84
REVISED:	7/1/89P
	8/19/88PC
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