



Career Service Authority
Manager of Publication

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GENERAL STATEMENT OF CLASS DUTIES

Directs the publications department and coordinates all publication projects for an agency or department.

DISTINGUISHING CHARACTERISTICS

This class is used by the Denver Public Library and is being maintained for the library's use.

Guidelines, Difficulty and Decision Making Level:

Guidelines are in the form of stated objectives for the section, unit, function, or project.

Work assignment is generally unstructured and employee is responsible for assigning and supervising a variety of functions to achieve the objectives of the section, unit, or project. Duties performed involve weighing and evaluating factors requiring judgment, analytical ability, and problem solving.

Employee is responsible for simultaneous coordination and supervision of several functions, programs, or projects in various stages of completion.

Level of Supervision Received and Quality Review:

Under administrative supervision, the employee has personal accountability for carrying out an assigned function, program, or project within the scope of established guidelines and objectives and is expected to resolve problems that arise in the normal course of the work. Completed work is generally reviewed for soundness of judgment, conclusion, adequacy, and conformance to policy.

Interpersonal Communications and Purpose:

Contacts are of a non-prescribed nature involving the negotiation and resolution of problems and where exceptional degrees of discretion, judgment, and specialized knowledge are required in carrying out the programs and policies of an organization.

Level of Supervision Exercised:

Supervises two or more professional and paraprofessional employees.

ESSENTIAL DUTIES

Develops, designs, and publishes catalogs, reports, and brochures for agency exhibits or collections.

Negotiates printing and publication contracts and leasing agreements and arranges purchasing agreements with vendor such as for color separating services and typesetting supplies.

Performs substantive editing and organizes, reviews, and coordinates text for major organizational publications including design approval and color proofing.

Devises promotional and marketing strategies for various markets and public forums to publicize services and programs.

Oversees the production and printing of annual reports and membership informational materials including newsletters.

Copyrights agency's published materials and negotiate non-exclusive agreements for publication and publicity purposes.

Develops and manages the budget for the work function(s) and allocates funds within the budget to accomplish objectives.

Reviews, develops, and/or modifies work plans, methods, and procedures, determines work priorities, and develops work schedules to provide adequate staff coverage. Provides work instruction, assists employees with difficult and/or unusual assignments, and encourages innovation. Assigns and distributes work, reviews work for accuracy and completeness, and returns assignments with recommendations for proper completion.

Conducts hiring interviews and selects candidate(s) for job opening(s).

Resolves problems, mediates conflicts encountered during daily operations, determines appropriate solutions, and promotes teamwork. Encourages regular communication and informs staff of relevant business issues and their impact on the organization.

Develops the performance enhancement plan, documents performance, provides performance feedback, formally evaluates the work of the employee, and provides reward and recognition for proper and efficient performance. Develops and implements training and development plans and opportunities for subordinate staff.

Encourages and guides others toward goals.

Ensures quality, effectiveness, and efficiency of unit activities and safety measures.

Documents causes for disciplinary action, initiates letters of reprimand, and makes formal recommendations for disciplinary action. Responds to formal and informal employee grievances and prepares written responses.

Performs other related duties as assigned or requested.

Any one position may not include all of the duties listed.
However, the allocation of positions will be determined by
the amount of time spent in performing the essential duties
listed above.

MINIMUM QUALIFICATIONS

Competencies, Knowledge, & Skills:

Leadership - Initiates and sustains action to accomplish the goals of an assigned area(s) by guiding and motivating others and gaining the confidence and active support of subordinates, peers, administrative staff from other organizations, internal and external customers, and local stakeholder groups. Achieves voluntary commitment to shared values and goals and adapts leadership style to different situations.

Human Resource Management - Works with human resource staff to implement human resource policies to ensure accomplishment of organizational goals through effective recruitment, selection, training, performance appraisal, recognition, and corrective/disciplinary action, maintains effective employee relations, and complies with government/citywide regulations and policies.

Managing Diverse Workforce - Implements diversity policies for an assigned area(s), supports opportunities to recruit, develop, and retain a diverse workforce, and promotes teamwork, acceptance, and productivity among persons exhibiting cultural, ethnic, gender, and other individual differences.

Planning and Evaluating - Establishes objectives and strategies, identifies required resources, and develops plans for carrying out the work in a timely manner. Monitors and evaluates progress to ensure that policies are being implemented and adjusted as necessary to accomplish the organization's mission.

Oral Communication - Clearly communicates and explains organizational policies and work assignments to staff and communicates information about the assigned areas' activities to peers, higher-level managers, administrative staff of other organizations, and internal and external customers.

Written Communication - Composes, reviews, edits, and issues written materials for diverse audiences and communicates purpose in a succinct and organized manner appropriate for context, time, and place. Written materials are of a routine nature and affect the immediate assigned area(s).

Interpersonal Skills - Establishes and maintains constructive and cooperative interpersonal relationships with staff, peers, higher-level managers, staff from other organizations, internal and external customers, and local stakeholder groups to accomplish the department's mission. Adapts approach to different people and situations.

Conflict Management - Minimizes confrontations, disagreements, complaints, and grievances and resolves them in a constructive manner. Works with staff, higher-level managers, peers, administrative staff from other organizations, internal and external customers, and local stakeholder groups to generate areas of agreement and joint action.

Financial Management - Recommends, administers, allocates, negotiates, and monitors revenue and/or expenditures to ensure cost-effective management of an assigned area(s).

Decisiveness - Commits to action, even in uncertain situations, by making sound and timely decisions necessary to carry out programs, ideas, systems, or policies that affect an assigned area(s). Legal, public, and financial consequences are generally limited to the assigned area(s).

Problem Solving - Identifies and analyzes problems, uses sound reasoning to arrive at conclusions, finds alternative solutions to complex problems, and distinguishes between relevant and irrelevant information to make logical judgments.

Flexibility - Is open to new ideas, adapts to changing work situations and priorities by modifying existing plans and work methods that affect the assigned area(s), internal and external customers, and local stakeholder groups, and remains calm under pressure.

Self-Direction - Sets goals, takes initiative in implementing ideas, systems, or policies that affect an assigned area(s), manages time efficiently, encourages feedback, and invests in self-development.

Internal Controls/Integrity - Follows guidelines to implement and maintain accounting and administrative controls for an assigned area(s) within an agency/department. Exhibits personal integrity, promotes ethical conduct by employees, and abides by the City's Code of Ethics.

Technical Competence - Is knowledgeable about the subject matter, procedures, requirements, regulations, and policies related to the area of responsibility. Provides expert advice to staff, higher-level managers, peers, administrative staff from other organizations, internal and external customers, and local stakeholder groups.

Information Management – Identifies a need for and knows where or how to gather information and organizes and maintains information or information management systems.

Physical Demands (Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs):

Sitting: remaining in the normal seated position.

Carrying: transporting an object, usually by hand, arm, or shoulder.

Balancing: maintaining body equilibrium to prevent falling over.

Reaching: extending the hand(s) and arm(s) in any direction.

Handling: seizing, holding, grasping or otherwise working with hand(s)

Fingering: picking, pinching, or otherwise working with fingers.

Talking: expressing or exchanging ideas by means of spoken words.

Hearing: perceiving the nature of sounds by the ear.

Eye/hand/foot coordination: performing work through using two or more.

Lifting: raising or lowering an object 10 - 25 pounds

Far Acuity: ability to see clearly at 20 feet or more.

Near Acuity: ability to see clearly at 20 inches or less.

Depth Perception: ability to judge distance and space relationships.

Field of Vision: ability to see peripherally.

Accommodation: ability to adjust vision to bring objects into focus.

Color Vision: ability to distinguish and identify different colors.

Working Environment:

Subject to varying and unpredictable situations.

Subject to many interruptions.

Subject to long irregular hours.

Pressure due to multiple calls and inquiries.

Education Requirement:

Master's Degree.

Experience Requirement:

Two years of experience writing and editing copy for professional or popular publications.

Education/Experience Equivalency:

Additional appropriate education may be substituted for the minimum experience requirement

CLASS DETAIL

FLSA CODE: Exempt

ESTABLISHED DATE: 9/16/1995

REVISED DATE: 12-13-09

REVISED BY: Patricia Anderson

CLASS HISTORY 12-13-09: This class specification has been revised and updated and placed in the new class specification format.