Saint Michael's College
Job Description

Job Title: Director of Publications

Department: Institutional Advancement

Supervisor or Manager: Director of Public Relations and Communications

Date Created: 7/01/05 Last Revised: 7/01/05 FLSA Status: E

Our Mission: It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:
• IA publications are produced, including campaign materials, annual report, leadership giving report, that acknowledge donors and encourage more support of the College
• Editorial and publications management support across campus is provided, ensuring that campus publications conform to the Graphics Identity System and support the mission of the College
• The marketing efforts of the College are supported, helping to increase pride in the school, raise funds and recruit students
• The mission of the College is well understood, articulated in an eloquent and compelling way and reflected in all manners of job duties including visits, events, phone calls, personal correspondence, and proposals
• The SMC mission is effectively promoted and the IA mission is supported to build life-long relationships with alumni, parents and friends, and to engage alumni and friends of the College as active volunteers and benefactors
• IA policies are adhered to regarding confidentiality of prospect information and database integrity

Essential Duties and Responsibilities:
• Creates an editorial plan for each issue of the magazine
• Interprets ideas and requests from IA and other departments and crafts into readable, appealing publications
• Writes stories, assigns and edits all copy generated by the IA department
• Communicates and negotiates with photographers, artists and designers to create visually appealing publications
• Develops and maintains an annual budget, researching options to keep publication at a high quality while staying within budget
• Establishes and sustains connections within the College and alumni communities to continually discover story ideas
• Coordinates written material by other departments and assists with the writing, editing and production of many departmental publications
• Ensures that publications conform to our Graphic Identity System
• Writes and produces “Campus Currents” nine times annually
• Maintains publications management system
• Serves on campus committees to help ensure proper understanding and use of our graphics identity and message

Secondary Responsibilities:
• Answers questions regarding grammar, communication and campus style with a variety of departments
• Attends campus events, especially commencement, convocations, major lectures, Reunion and Homecoming events and others to provide full news coverage for the magazine
• Offers advice campus-wide on developing effective publications
• Provides explanation of and access to all levels of photography on campus
• Performs other duties as assigned by the Director of Public Relations and Communications

Positions Supervised:
• None
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**Major Contacts:**
- Director of Public Relations and Communications
- Director of Marketing
- VP for Institutional Advancement
- Director of Alumni and parent relations
- Institutional Advancement
- Archivist
- Staff Writer
- Director of Printing and Mailing Services
- Graphic Designer
- Director of Campus Ministry
- Sports Information Director
- Director of Student Activities
- Director of Graduate Programs
- President and staff
- Students, faculty, staff, alumni, parents and friends who are interviewed for stories
- Graphic designers, photographers, printers (off campus)

**Demonstrates Excellence:**
- Possesses an ability to write and edit so that publications reflect the mission and vision of the college as well as a very high standard of graphic, editorial and philosophical excellence
- Listens carefully to a number of different campus needs and integrates those needs into publications that have a wide appeal and are easily accessible to a diverse group of readers
- Thoroughly understands the overall mission, culture, history and vision of the College and effectively expresses that in print so that the wide range of publications readers feel a positive and emotional connection to the College, which is reflected in increased alumni participation in activities and gifts and success in student recruitment
- Demonstrates sound judgment and the ability to decide when to respond to or redirect concerns which may relate to challenging religious, political or administrative issues
- Displays an exceptional understanding of what makes a good magazine, which is evident in the final product
- Promotes the College in a positive manner at all times

**Education and Work Experience:**
- Bachelor’s degree, plus experience with issues in higher education development and marketing
- Strong knowledge of printing and production processes, experience working with designers, illustrators and photographers, art direction, editorial assignments, feature planning and magazine production
- Proven ability to write and edit quickly and with accuracy and style

**Analytic Skills:**
- The ability to use various analytical techniques to identify cause-and-effect relationships and then develop plans to change a situation.

**Language and Literacy Skills:**
- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

**Computer/Technology Skills:**

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Adobe Acrobat
X Working Knowledge
Quark
X Working Knowledge
Datatel
Working Knowledge
Internet Research
Working Knowledge

Licenses, Certifications and Other Requirements:
• None required

Physical Demands:
Work is often performed in a typical office environment requiring:
• Sitting in a normal seated position for extended periods of time
• Reaching by extending hand(s) or arm(s) in any direction
• Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
• Communication skills using the spoken word
• Vision sufficient to see within normal parameters
• Hearing sufficient to hear within normal range
• No or very limited physical effort
• No or very limited exposure to physical risk

While performing the duties of Director of Publications, the employee must occasionally lift and/or move up to 10 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

Additional Requirements for the Job:
• Ability to listen to and communicate with various campus constituencies about how their needs and requirements can be achieved in publications and translated into appealing and effective publications
• Capacity to work on multiple tasks at once and demonstrate good organizational skills
• Willingness to work the hours necessary beyond the regular schedule to complete job responsibilities, assist in staffing Reunion and Homecoming weekends, and participate at Commencement, convocations and other College events as defined by supervisor and responsibilities of this position

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.