

City of San José

DESKTOP PUBLISHER/EDITOR (PT) (7651)CLASS PURPOSE

Under direction, develops, writes, edits, selects, prepares and produces materials for reports, manuals, memos, proposals, instruction books, catalogs, house organs, and related technical and administrative publications. Performs related work as required.

TYPICAL DUTIES AND RESULTS (Any one position may not include all the duties listed, nor do the examples cover all the duties which may be performed.)

- Organizes materials and completes writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology.
- Reviews published materials and recommends revision or changes in scope, format, content, and methods of reproduction and binding.
- Reviews materials to be published on the City's internet and intranet websites and recommends revisions or changes in scope, format, content, and organization.
- Organizes materials, plans overall and individual page layouts, and selects type.
- Marks dummy pages to indicate position and size of printed and graphic materials. Reviews final proof and approves or makes changes.
- Reviews and evaluates work submitted for publication, and makes recommendations and changes.
- Prepares texts for audio-visual presentations by composing transparencies.
- Prepares text and graphics for transmission on City's government-access cable channel.
- Prepares or directs preparation of articles, speeches, public or employee relations releases, special brochures, and similar materials.
- Provides creative writing and other technical assistance for a variety of collateral materials including news releases, brochures, and Audio/Video scripts; designs and produces such materials using desktop publishing techniques.
- Determines style, technique, and medium best suited to produce desired effects that conform with reproduction requirements, or receives specific instructions regarding these variables.
- Selects type, draws lettering, lays out materials, or performs related duties.
- Selects photographs, drawings, sketches, diagrams, and charts to illustrate materials. Assists in laying out materials for publication.
- Arranges for duplication and distribution of materials.
- Maintains records and files of work and revisions.

DISTINGUISHING CHARACTERISTICS

This class is responsible for professional level work in the areas of technical writing and desktop and electronic publishing to produce a variety of technical and administrative publications.

DESKTOP PUBLISHER/EDITOR (FT) (7650)

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QUALIFICATIONS

Minimum Knowledge, Skills, and Abilities

- Knowledge of and experience using writing and editing techniques for a variety of audiences.
- Knowledge of commercial and other printing processes including format, layout, paper stocks, type faces and sizes, binding systems, and multi-color reproduction.
- Knowledge of and experience using desktop publishing software on either IBM or Mac platforms.
- Knowledge of and experience implementing graphic design and text editing techniques.
- Ability to use personal computers, either IBM-compatible or Macintosh-compatible.
- Ability to use desktop publishing techniques.
- Ability to write specifications for, and critique the effectiveness of, typesetting, typography, 2-color, and 4-color reproduction pre-press and printing techniques.
- Ability to express oneself clearly and concisely, both orally and in writing.

Competency Knowledge, Skills, and Abilities

- Knowledge of generally accepted public agency purchasing practices and procedures.
- Knowledge of organizations and resources relative to services provided by municipal government and various City departments.
- Ability to develop and maintain good working relationships with a wide variety of public and private agencies and organizations.
- Ability to relate effectively with people of diverse cultures.

Education

Completion of a Baccalaureate Degree from an accredited college or university in English, Journalism, Communications, Advertising, Marketing, Public Relations, or a closely related field.

Experience

One year of increasingly responsible professional writing/desktop publishing experience.

Acceptable Substitutions

- Additional years of increasingly responsible professional writing/desktop publishing experience may be substituted for up to two years of the educational requirement on a year-for-year basis.
- Additional education may not be substituted for the required experience.

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