

PUBLICATIONS ASSISTANT III

NATURE OF WORK

This is administrative work assisting the in printing and promoting publications.

Work involves assisting in the marketing of publications and includes responsibility for maintaining liaison with printers and preparing advertising material. Work also includes assisting with typing and preparation of manuscripts, reports, book exhibits and placing ads. Supervision may be exercised over subordinate publication staff. Work is performed with considerable independence under direction and is reviewed through conferences, discussion and observation of results obtained.

ILLUSTRATIVE EXAMPLES OF WORK

Assists the in coordinating internal functions of the publication programme.

Maintains liaison with the University printing department and external printers; obtains estimates of printing unit cost for new books; confers on printing procedures.

Prepares statistics and advertising material and other advertising agents in the United Kingdom and United States for adherence to advertising deadlines; supplies copies of new books.

Assists the Director in compiling publication reports and arranging layout, copy and placing of space ads for books in scholarly journals.

May supervise, coordinate and participate in the activities of publications staff involved in the editing, production and distribution of publications.

Maintains a running account of expenses and final costs for each book.

Works directly with the University mailroom in sending books to customers.

Performs related work as required.

REQUIREMENTS OF WORK

Considerable experience in the administrative aspects of book promotion preferably including experience in proofreading, editing, or a related field; graduation from high school including courses in business education and typing and supplemented by college level course work in the humanities; or any equivalent combination of experience and training which provides the following knowledge, abilities and skills:

Considerable knowledge of effective advertising and promotional techniques.

Considerable knowledge of the content and style of standard book promotional material.

Considerable knowledge of the policies, regulations, procedures and services of the Publication Unit.

Considerable knowledge of the process of editing manuscripts, accepted English usage and styles and standard proofreader's marks.

Knowledge of the principles and practices of office management.

Knowledge of the methods and techniques of report preparation.

Ability to write effective promotional and advertising copy.

Ability to perform extremely careful reviewing and editing of printed materials.

Ability to organize and coordinate the activities of assigned subordinate employees.

Ability to establish and maintain effective working relationships with authors, editors, representatives of printing companies and promotional agencies.

2566

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