

New York State Department of Civil Service

DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

Occ. Code 2252840

Economic Development Assistant Publications Manager, Grade 23 2252840
Economic Development Publications Manager, Grade 25 2252850

Brief Description of Class Series

The positions, classified solely in the New York State Department of Economic Development, manage the creative design and preparation of artwork, photography and print production for a wide variety of publications, presentations, display needs, digital media and web graphics in support of all economic development initiatives.

Distinguishing Characteristics

Economic Development Assistant Publications Manager: under the general direction of the Economic Development Publications Manager, reviews and evaluates all publications programs; designs and produces publications and exhibits; monitors production quality control of publications; supervises and trains subordinate staff, and coordinates the work of freelance/service bureau personnel as required.

Economic Development Publications Manager: one-position class; manages and administers the unit's publications production program, print production and print purchasing for more complex marketing and advertising efforts requiring formal RFP purchase procedures and supervises the Economic Development Assistant Publications Manager.

Related Classes

Multimedia Production Program Specialists plan, develop, coordinate, and produce print and electronic elements such as video and audio to communicate and support an agency's programs and initiatives. Duties include script writing, storyboarding, copy editing, directing and producing content for different platforms.

Graphic Designers conceptualize, design and create graphics to communicate messages for educational, commercial or promotional purposes in print and electronic

media. They consult with and advise clients, and develop design and layout, using various tools, to produce communications products that are effective and aesthetically pleasing.

Illustrative Duties

Economic Development Assistant Publications Manager

Review and evaluate publications programs; monitor production quality control of publications; produce agency print and digital publications and exhibits, coordinate publication projects with agency staff and contractors; maintain the digital library of department logos, artwork and graphic files, and supervise and trains subordinate staff.

Economic Development Publications Manager

Under general direction, produce agency print and digital publications and exhibits; personally design and execute layouts for sensitive projects or those requiring a higher level of expertise; coordinate publications projects with agency staff and contractors; determine project details regarding marketing, creative objectives and target audiences; prepare print cost estimates for budget consideration; schedule production timelines and write complex printing bid specifications; review bids and proposals and maintain established budgets for each project; monitor production quality; monitor project progress for contract compliance; audit complex itemized invoices; supervise staff.

Minimum Qualifications

Economic Development Assistant Publications Manager

Promotion: one year of competitive service as a Multimedia Production Program Specialist 1.

Open Competitive: seven years' experience* in print production management and graphic design services

Economic Development Publications Manager

Promotion: one year of competitive service as an Economic Development Assistant Publications Manager.

Open Competitive: eight years' experience* in print production management and graphic design services.

*Substitutions: a bachelor's degree may substitute for four years of experience; a Master's degree or Juris Doctorate may substitute for five years of experience; a PhD may substitute for six years of experience.

Note: Classification Standards illustrate the nature, extent and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all the work that might be appropriately performed by a class. The minimum qualifications above are those required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum qualification requirements for appointment or examination.

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