



Communications Job Family: **Manager Publications Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

GENERIC JOB PROFILE SUMMARIES

Manager Publications I MANAGEMENT	Manager Publications II MANAGEMENT
Meet with project stakeholders to determine needs and objectives; develop scope and project timeline.	Meet with project stakeholders to determine needs and objectives; develop scope and project timeline.
	Participate in developing marketing and communication strategies to ensure needs meet implantation goals.
Research and analyze the feasibility and potential effectiveness of proposed marketing and public relations projects; may develop marketing and integrated communications programs.	Plan and develop marketing and integrated communications programs.
Write, edit and design publications; coordinate production and distribution.	Develop, coordinate and supervise the writing, editing, designing, illustrating, conceptualization and planning and production of new publications; provide guidance on conception, design and copy production to staff; responsible for choosing correct paper stock, type styles and graphic formats for publications.
Ensure that publications program conforms to University publishing guidelines.	Act as the lead advisor on the implementation of the identity and branding guidelines.
Implement the success of marketing and communications efforts and new design and production techniques.	Develop, evaluate, research, and survey the success of marketing and communications efforts and new designs and production techniques.
May supervise editors, administrative staff, printers, designers, photographers and free lance contractors involved in the conception, design, copy production, and distribution.	Supervise editors, administrative staff, printers, designers, photographers and free lance contractors involved in the conception, design, copy production, and distribution.
Ensure equipment is maintained and developed in light of emerging changes in design and technology.	Ensure equipment is maintained and developed in light of emerging changes in design and technology.

Manager Publications I MANAGEMENT	Manager Publications II MANAGEMENT
Act as liaison with internal and external vendors to ensure the provision of efficient and effective electronic, print and design solutions.	Act as liaison with internal and external vendors to ensure the provision of efficient and effective electronic, print and design solutions.
	Establish and oversee scheduling needs between editorial, marketing and production/design departments; resolve conflicts and provide guidance on priorities.
	Provide design and consulting service to University clients; confer with administrators, faculty and staff to identify publication needs and plan appropriate course of action.
Monitor project budgets as required; obtain cost estimates.	Establish budgets; develop and monitor project budgets as required; obtain cost estimates.
Negotiate with vendors.	Negotiate with vendors and approve final work before it is published and distributed.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	10623 MANAGER PUBLICATIONS I, BAND F	10624 MANAGER PUBLICATIONS II, BAND G
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Bachelor's degree or equivalent; 2 but less than 4 years of experience or equivalent	Bachelor's degree; 3 but less than 5 years of experience or equivalent.
IMPACT	Substantial impact	Significant impact
CONTACTS - INSIDE	Provide guidance Coordinate activities	Persuade others to take a particular course of action Coordinate activities
CONTACTS - OUTSIDE	Providing and/or receiving guidance, advice or information that must be analyzed and developed by the position	Providing and/or receiving guidance, advice or information that must be analyzed and developed by the position
CONTACTS - STUDENTS	Occasional contact to provide information and instruction	Limited contact

FACTOR PROFILE	10623 MANAGER PUBLICATIONS I, BAND F	10624 MANAGER PUBLICATIONS II, BAND G
SUPERVISION	Day –to-day supervisory direction to employees within the department	Day –to-day supervisory direction to employees within the department
COMPLEXITY	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Continually required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires conceptual and imaginative thinking in a highly complex and unchartered environment.
LEVEL OF DECISION MAKING	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students
FREEDOM OF ACTION	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Little direct supervision Considerable latitude for exercising judgment and self-direction
EFFECT OF DECISION MAKING	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees
WORKING CONDITIONS	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required