

LINCOLN INSTITUTE OF LAND POLICY

POSITION DESCRIPTION

TITLE: Publications Coordinator

DATE PREPARED: January 2012

REPORTS TO: Senior Editor / Director of Publications

I. KEY RESPONSIBILITIES

A. Publications Production and Design

- Coordinate the content, design, and production of the annual Program and Publications catalogs
- Use graphics software to create related Institute products (marketing materials, flyers, postcards, bookmarks, advertisements, Board facebook, etc.)
- Provide design and production support on all publication projects
- Assist Institute editors in all procedures for new books and policy focus reports, including ISBN, CIP, barcodes, etc.
- Format and lightly edit working papers after approval by department chairs
- Evaluate artwork for new books and other publications
- Perform photography and graphics research for publications and other Institute projects
- Organize and maintain a digital photograph library

B. Web-based Projects

- Prepare and post *Land Lines* articles, working papers, book chapters, and other online publications in both PDF and HTML formats
- Monitor and maintain Webster entries for all publications (on Lincoln Web site)
- Prepare email blasts and assist with other electronic marketing for Institute publications

C. Administrative Tasks

- Organize and maintain various active publications files and archival records in both hard copy file drawers and electronic databases and documents
- Keep publications inventory records, monitor supplies, and coordinate shipments between Lincoln House and PSSC or ROYCO warehouses
- Coordinate preparation and shipping of exhibit materials for courses and conferences
- Organize mailings of complimentary and review copies of new publications
- Assist with publications marketing activities
- Assist with contracts, budgets, and related department and Institute management needs
- Assist with permissions, general publications inquiries, mailings, etc.
- Serve as “go-to person” for miscellaneous graphics and publications requests from other staff (i.e., special projects, exhibit displays, complimentary mailings, etc.)

D. Other Institute Tasks

- Participate in Institute meetings and other events.
- Participate in other projects, as requested.

II. EDUCATION, KNOWLEDGE, and SKILLS REQUIRED

A. Education, knowledge and experience

- Bachelors degree with advanced multimedia and publishing software training OR relevant work experience
- Minimum of three years of publications experience (design and production, editorial, and/or marketing for another publisher, in another educational organization, etc.)
- Fluency with software applications including Microsoft Office: Word, Excel spreadsheets, PowerPoint, Outlook
- Fluency with desktop publishing and digital graphic software (Adobe CS4 or higher): Photoshop, Acrobat, Illustrator, InDesign, HTML, etc.
- Familiarity with electronic book files and formatting procedures
- Knowledge of Spanish, Portuguese, and/or Mandarin not required, but helpful

B. General skills and traits

- Initiative
- High degree of organization
- Detail oriented; responsive to deadlines
- Ability to work with minimal supervision
- Ability to handle multiple tasks
- Creative ability to find new solutions and new insights to improve quality
- Positive “can do” attitude and team spirit
- Able to lift 25+ pounds

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