

July 2013

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED **CLASS TITLE: CHANNELS PUBLICATION ASSISTANT**

SALARY TABLE: 29 **SALARY RANGE: 32**

BASIC FUNCTION:

Under the direction of the CHANNELS Faculty Advisor, oversee and lead students in the composition, design, editing, layout and publication of the student newspaper; provide technical training and assistance to enhance student skills and knowledge in newspaper publication and related computer operations.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Oversee and lead students in the composition, design, editing, layout and publication of the student newspaper; coordinate students and activities to assure smooth, efficient and timely production of the print and on-line edition of CHANNELS.

Consult with the CHANNELS Faculty Advisor to design procedures and practices for student application of journalistic theory and content, as detailed in the "Course Content and Scope" sections of the Journalism Department's SBCC Associate Degree Credit Course outlines for related classes.

Protect the First Amendment rights of collegiate journalists to control the content of their student publication, and advocate campus-wide for the protection of those rights.

Serve as a technical resource to students concerning the operation of specialized computer software and peripheral equipment used in the layout and design of written and graphic newspaper features; provide technical training and assistance concerning related practices, procedures and techniques.

Train and provide work direction and guidance to student workers; guide editors in assigning student duties.

Oversee and assist students in the creation, planning, development and layout of text, color and art work; provide technical direction in selecting type style and size, fonts, spacing of letters and text lines, placement, and size and type of photos and art work to be used in newspapers.

Lead students in entering text and graphic elements using keyboards, scanned materials and data files; assure proper formatting and arrangement of data; assist student with reducing or enlarging copy and images as necessary.

Advise students concerning the production of newspapers and explain composition, design, editing

and layout principles, practices, procedures and techniques.

Serve as a liaison between students, faculty, staff, vendors and various outside agencies concerning the publication of the student newspaper; coordinate and arrange the printing of CHANNELS; coordinate and assure proper placement of newspaper content on the College website.

Monitor network system to assure smooth and efficient computer operations; investigate, troubleshoot, diagnose and resolve minor system malfunctions as needed; arrange for major maintenance and repairs as needed.

Oversee and participate in securing and placing advertisements in the student newspaper; assure proper billing of related clients.

Operate a variety of office equipment including a copier, fax machine and computer, related peripherals and a variety of specialized software; research and provide recommendations concerning the purchase of new software.

Communicate with students, faculty, personnel and outside agencies to exchange information and resolve issues or concerns.

Maintain various records related to students, advertising and assigned activities.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles, practices, procedures and techniques involved in the composition, design, editing, layout and publication of newspapers.

General journalism standards, principles, practices and procedures.

Graphic arts techniques, practices and procedures.

Computers and graphics software applications used by the College District.

Principles, methods and procedures of operating computers, networks and peripheral equipment.

Principles of training and providing work direction.

Operation of a computer and assigned software.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Record-keeping and report preparation techniques.

Proofing techniques, practices and procedures.

ABILITY TO:

Oversee and lead students in the composition, design, editing, layout and publication of the student newspaper.

Provide technical training and assistance concerning the operation of specialized computer software

used in the layout and design of newspaper features and related practices, procedures and techniques.
Train and provide work direction and guidance to student workers.
Assist students in the creation, planning, development and layout of text, color and art work.
Provide technical direction in selecting type style and size, fonts, spacing of letters and text lines, placement, and size and type of photos and art work to be used in newspapers.
Serve as a liaison concerning the publication of the student newspaper.
Monitor network system to assure smooth and efficient computer operations.
Operate computers and peripheral equipment properly and efficiently.
Plan and organize work.
Meet schedules and time lines.
Work independently with little direction.
Maintain records and prepare reports.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in journalism or related field and one year experience involving the composition, design, editing, layout and production of newspapers or related publications.

WORKING CONDITIONS:

ENVIRONMENT:
Office environment.

PHYSICAL DEMANDS:
Dexterity of hands and fingers to operate a computer keyboard.
Seeing to view a computer monitor and read a variety of materials.
Hearing and speaking to exchange information.
Sitting or standing for extended periods of time.
Bending at the waist, kneeling or crouching.