



City of Irving Job Description

Communications and Printing Supervisor

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	06271	Reports To (Job Title):	Communications Director

PURPOSE

To provide general management and supervision for all aspects of the Community Outreach and Print Services divisions. Community Outreach includes resident inquiries, neighborhood and homeowner's associations program, Community Partnership Grand program, neighborhood roundtable meetings and Town Hall meetings. Print Services includes offset printing, copy center, prepress, finishing, and mailing services for the City of Irving. To create & design a variety of publications to inform residents and City employees, guarantee consistency in printed materials, and monitor proper use of city logo.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Manage, direct, supervise & set budgets for the Community Outreach and Print Services divisions.
- Design marketing materials for print and web, including brochures, marketing fliers, direct mail, branding artwork, signage, newsletters, posters, annual reports, and print advertising for newspapers & magazines.
- Oversee resident inquiries, including communications between residents, businesses, outside agencies, and the City on a wide variety of topics, via telephone, writing, or in person.
- Manage all facets of the neighborhood and homeowner associations program.
- Submit monthly postage and printing reports for account reimbursement and statistics for departmental key performance indicators (KPIs).
- Monitor contracts, invoices, and leases related to printing and mailing equipment, supplies, and paper inventories; locate and manage outside vendors; places service calls, coordinate maintenance and order supplies for all equipment.
- Manage the Community Partnership Grand Program, which includes the application process, Grant Review Committee, and expenditures of allocated grant funds.
- Oversee Town Hall Meetings.
- Monitor use of City logo and ensure brand integrity for all communications.
- Coordinate printing for all marketing materials to ensure that all projects meet or exceed high standards, including following proper formats, internal proofing; guarantee consistency and streamline the approval process.
- Create original artwork; as needed, act as support in other projects with all city departments on tasks such as: e-newsletters, email templates, presentation design (e.g., PPT), PDFs, brochures, marketing collateral and general design projects.
- Regularly assist with updating and maintaining internal and public website, including text, graphics, forms, and video.
- Keep all city departments informed of constant changes to the U.S. Post Office procedures, postage charges, and policies.

OTHER DUTIES AND RESPONSIBILITIES

- Work with vendors to provide printing, computer production, and other services, and to design clothing and promotional items for all city departments.
- Edit and proofread copy for printed materials and various publications.
- Drive a city vehicle and make mail or paper deliveries as needed.
- Troubleshoot and maintain computer design system.
- Answer questions and provide information to internal & external customers regarding design and printing.

SUPERVISORY RESPONSIBILITIES

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 3-5 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develop, administer, monitor and coordinate a division budget of approximately \$200,000 annually; monitor budget & contracts, and purchase print services supplies and equipment weekly; oversee and monitor Community Partnership Grand budget, approving expenditures for ~\$25,000 budget.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Bachelor of Arts degree in Graphic Design, Communications, Public Administration, Marketing, or Public Relations, or commensurate work experience.
- Training in AP style writing.

EXPERIENCE

- Minimum of three (3) years of experience in print & mail management, two (2) years of experience in community outreach, communications, graphic design, and print production, and one (1) year in a supervisory capacity.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid Texas Driver's License, or the ability to obtain.

KNOWLEDGE OF

- Administration & Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, KPI performance measures, and leadership techniques.
- Budget Management: Developing plans & budgets; comparing them against actual activity.
- Supervision: Personnel motivation, interviewing, hiring, oversight, evaluation & discipline.
- Industry Software: Fluency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver, Flash) and HTML/CSS.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City. This includes proficiency with Microsoft Office.
- Computer Systems: General knowledge of both Mac and PC operations with the ability to apply to all channels (e.g., print, online, etc.)
- Printing & Design: Principles and techniques for designing & printing various materials. This includes strong conceptual skills with theory principles (e.g., color, typefaces, fonts, and layouts), as well as processes involved in print and electronic media and the different formats and requirements acceptable to any print or electronic media outlet.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Maintenance Principles: Processes involved in upkeep of property and equipment at the optimum state of cleanliness, repair, and efficiency.
- Customer Service: Principles and processes for providing customer and personal services, including a desire to help customers.

SKILLS AND ABILITIES IN

- Accuracy: Attention to detail in dealing with numbers, words, and ideas, as well as to aspects of design.
- Written and Oral Expression: Effectively communicating information and ideas in writing, as well as through speech, so others will understand.
- Active Learning: Working with new material or information to grasp its implications; practicing a commitment to learn and increase efficiency.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Creativity: Developing innovative ideas and identifying creative angles about a given topic, situation, or deliverable. This includes creating concepts and themes as they relate to City programs, and adapting those concepts so they are applicable to various mediums.
- Service Orientation: Enthusiastically and actively looking for ways to help people and improve service delivery.
- Complex Problem Solving: Identifying problems and reviewing related information to develop and evaluate options and implement solutions
- Cooperation & Collaboration: Establishing and maintaining positive working relationships with those contacted in the course of work. This includes a willingness to “pitch-in” and help others, taking the initiative to complete tasks and meet goals, and sharing responsibility for workloads and quality controls.
- Planning: Sensing the environment and setting goals & objectives.
- Management of Personnel Resources: Motivating, developing, and directing people as they work, and identifying the best people for the job.
- Program Assessment: Evaluating current/potential programs for effectiveness & efficiency.
- Prioritization: Selecting, from multiple options, activities to achieve a goal.
- Organizational Strategies: Tracking multiple variables by sorting, grouping & calendaring.

- **Project System Ability:** Multi-tasking by managing a workload of multiple projects simultaneously. Note, this position requires this in a fast-paced environment.
- **Time Management:** Managing time wisely to complete assignments on time.
- **Sequencing:** Correctly following a given rule or set of rules to arrange things or actions.
- **Oral Comprehension:** Listening to and understanding information and ideas presented through spoken words and sentences.
- **Joint Research:** Assisting supervisor(s) with research & documentation of future projects.
- **Reading Comprehension:** Reading and interpreting documents.
- **Interactive Presentation:** Effectively presenting information to groups and responding to questions.
- **Persuasion:** Convincing others to approach things differently.
- **Effective Supervision:** Producing decided, decisive, and/or desired effect in the actions of those under one's direction.

GUIDANCE RECEIVED

Priorities and Policies

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

CONTACTS

- Daily contact with the public, city staff, and other organizations; interactions may require obtaining cooperation of people; courtesy and tact are required when dealing with moderately difficult or sensitive issues.
- Additionally, with the staff of all departments at various levels to provide and receive information, collaborating on responses to inquiries, researching and assisting with problem-solving, coordinating speaking engagements, and organizing, planning, and facilitating programs & events; further, engages with them regarding design concepts through finished/printed materials, including receiving and reviewing print service requests.
- Oversee communication with Mayor/City Council and City Manager's Office, provide and receive information, research and assist in problem-solving with escalated complaints and inquiries.
- Regarding general external contacts, this position interacts daily with multiple vendors for the purpose of making purchases and service calls, and attaining the maintenance of equipment; further, interacts weekly with residents, all city staff and the city council in community outreach initiatives. The employee will attend meetings and assist as needed.

EQUIPMENT AND PROPERTY

PC/Mac computers and/or laptops, specialized printers, scanner, Wacom tablet; Print Shop equipment, including: production copiers, mail inserter, press, folder, cutter, mail meter machines, and plotters; city vehicle; presentation equipment, such as projector and projection screen, as well as a portable sound system; and, multi-line telephone and messaging system, cell phone, copier, fax, digital camera, with USB port for transferring images.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

The employee constantly is required to carry, crawl, grasp, handle, feel, kneel, lift up to 10 pounds, listen, reach, see, sit, stand, stoop, talk, and/or walk. Frequently, s/he is required to balance, climb, and lift up to 25 pounds, pull, and/or push. S/he occasionally is required to drive a vehicle, and rarely is required to lift more than 100 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The noise level in the work environment is usually fairly quiet, though fast-paced with constant interruptions. While performing the duties in Print Services, the employee regularly is exposed to extreme temperatures or weather conditions, air contamination, moving mechanical parts, noise, and/or toxic or caustic materials. This job requires the employee to make decisions directly affecting the safety of others. When working in this environment, the noise level is usually moderate.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.