

Partnership for Children of Cumberland County, Inc.
Fayetteville, NC

Position Description Plan
Job Description

Title of Position: **Planning, Development and Communication Production Specialist**

Salary Range: \$25,301 - \$28,463

Incumbent:

Supervisor's Name and Title:

PD&C Director

FLSA Status:

Regular, Full Time, Non-Exempt:

Date of Next Review:

Primary Purpose of Position:

The Production Specialist designs clear engaging graphic communications for print and web. The Production Specialist supports and maintains an efficient, effective and organized office by providing high-level administrative assistance the Planning, Development & Communication department under the direction of the PD&C Director.

Duties and Responsibilities:

Visually conveys a particular message, idea or concept for the department by conceptualizing, collaborating with team members, designing, formatting, editing, finalizing, and delivering an effective and persuasive product for web and/or multimedia. Maintains the website's appearance, upgrades the site as necessary to enhance the online presence in order to create the most engaging web experience possible for the audience.

Performs administrative and office support activities for multiple areas in the department to include planning, development, communications and monitoring. Provide high-level administrative support to PD&C Department.

Production Function:

Web Design:

- Design clear engaging graphic communications for the web.
- Studies and practices all forms of User Interface and User Experience.
- Maintain the usability of the E-commerce website by looking for ways to improve the user's overall experience.
- Explore concept and design development, looking for improvement to the overall design of online assets.
- Pre-press and assisting in production finishing.
- Trim and bind brochures, catalogs, posters when required.
- Assist with translating messaging concepts into marketing materials.

- Develop, storyboard, direct and produce promotional animation to directly reach the nonprofit's audience.
- Work on full-scale ad campaigns (design, layout, photo editing, etc.)
- Coordinate public relations projects, including press release mailings and maintenance of press kits.
- Use alternate forms of communication (including graphic arts), resulting in improved interactions.

Graphic Design:

- Design clear engaging graphic communications for print. This will include logos, direct mail pieces, branded promotional items, posters, flyers, and other marketing materials as needed.
- Studies and practices all forms of User Interface and User Experience.
- Pre-press and assisting in production finishing.
- Trim and bind brochures, catalogs, posters when required.
- Assist with translating messaging concepts into marketing materials.
- Develop, storyboard, direct and produce promotional animation to directly reach the nonprofit's audience.
- Work on full-scale ad campaigns (design, layout, photo editing, etc.)
- Coordinate public relations projects, including press release mailings and maintenance of press kits.
- Use alternate forms of communication (including graphic arts), resulting in improved interactions.

Administrative Function:

- Conserves PD&C Director's time by reading, researching, and routing correspondence; drafting letters and documents; collecting and analyzing information; initiating telecommunications.
- Maintains PD&C Director's appointment schedule by planning and scheduling meetings, conferences, teleconferences, and travel.
- Screens and refers callers; provides detailed responses to information requests and questions about programs and activities. Relays important instructions and messages.
- Assists with the coordination of workshops, conferences, seminars and other special meetings, including activities such as initial contact with participants, preparing documentation copies, ensuring timely distribution and meeting room setup.
- Maintains office supplies inventory by checking stock to determine inventory level; anticipating needed supplies; evaluating new office products; completes purchase order requests for supplies; verifying receipt of supplies.
- Provides historical reference by developing and utilizing filing and retrieval systems; recording meeting discussions.
- Processes all incoming mail by opening, date stamping and distributing to the appropriate persons; Collects payments, writes receipts and completes check/cash transfer forms on a daily basis.
- Assists department with analyzing operating practices and/ or procedures.
- Arrange teleconference calls.
- Coordinate staff or activities in clerical support setting
- Develop new office forms, tools, aids
- Assists in developing department policies, procedures, methods, or standards as needed
- Assists in establishing and maintaining an effective and efficient records management system

Data Entry Support:

- Inputs data in a timely and accurate manner into the web-based information systems according to established procedures.
- Enters and manipulates data and information by creating word processing templates, form letters, simple databases, tables and spreadsheets.

- Compares data entered with source documents, or reenters data in verification format on screen to detect errors.
- Contacts preparers of source documents to resolve questions, inconsistencies, or missing data.
- Reviews and makes necessary corrections to information entered.
- Collects, sorts, and verifies accuracy of data to be entered.
- Collects numerical or statistical data, draft reports, provide research.
- Generates reports and responds to inquiries regarding entered data as requested.
- File and retrieve corporate documents, records, and reports.

Committee Support:

- Provides clerical support for Planning & Evaluation Committee, Public Engagement and Development, Facility and Tenant Committee, and Family Resource Center Ad Hoc Group.
- Act as the chief liaison between members and staff.
- Coordinating scheduled and called meetings.
- Correspond with members to ensure that members are notified of meetings and informed of meeting contents through agendas and packets.
- Coordinate/oversee meeting rooms and meeting logistics, and maintain committee member database
- Represents the PD&C department during committee liaison meetings.

Information and Referral Support:

- Provide front desk coverage and information and referral assistance for breaks & lunch.
- In the IRA's absence, provides front desk coverage and processes incoming mail.

In Addition

Travel to the service delivery area may be required, as needed. Personal vehicle may be required for travel.

In the event the Production Specialist possesses bilingual skills, the incumbent may be required to perform translation services at the direction of the President.

Attend committee meetings and participate in community events and PFC sponsored events at the direction of the President.

It is the responsibility of all staff to contribute to the positive work environment at PFC.

PFC staff may work multiple grant activities; Time worked will be allocated as appropriate.

PFC staff may work in other counties at the direction of the PFC President or designee; Time worked will be allocated as appropriate.

PFC employees will abide by the PFC policies and procedures and confidentiality statement in regards to working with sensitive information.

The Production Specialist is responsible for other duties as assigned.

ESSENTIAL FUNCTIONS :(4)

Non-Exempt/Exempt Non-Supervisor

1. Responds to concerns/complaints (internal and/or external) in a professional/timely manner; refers

concerns/complaints to immediate supervisor, when appropriate; maintains composure at all times;

2. Assumes responsibility for personal productivity and quality of work; recognizes/communicates problems and suggests solutions to immediate supervisor;
3. Carries out directions; follows through and completes assignments in acceptable time frames; applies technical and procedural know-how to get the job done in an acceptable manner; adjusts behavior for the effective use of time and resources;
4. Effectively supports co-workers in establishing and achieving objectives while showing courtesy and respect toward others;
5. Assumes responsibility for managing personal time/schedules/deadlines; advises immediate supervisor of any conflict which may inhibit the organization's obligations; observes established rules/policies/procedures;
6. Communicates ideas/information for improving efficiency/procedures/cost control;
7. Coordinates time off/time away from work site with immediate supervisor to minimize disruptions to the unit/organization;
8. Takes initiative to accomplish goals; demonstrates ability to learn on the job; maintains appropriate skills for the position;
9. Interacts with other departments/providers to assure information that affects the organization is communicated to the proper recipients.
10. Acknowledges and abides by all PFC established policies and procedures.

Knowledge, Skills, and Abilities:

1. Superior secretarial skills to include bookkeeping and purchasing.
2. Have technical ability to carry out duties with regard to laws, rules, and regulations.
3. Ability to express ideas clearly and concisely, both verbally and in writing, and to plan and execute work effectively within a specified time frame.
4. Ability to make decisions and to take appropriate action within the boundaries of the position.
5. Superior organizational skills and initiative; capacity to accept and follow through on assigned responsibilities with minimal supervision.
6. Ability to establish and maintain effective working relationships with Board and/or committee members, supervisors, peers, private providers, community agencies, and other resources.
7. Ability to carry out functions with minimal supervision.
8. Ability to foster an environment that minimizes consequential errors.
9. Communicates clearly and concisely, both orally and in writing.

10. Ability to maintain confidentiality of information in the performance of duties.
11. Possess strong interpersonal skills that allows for appropriate interaction with personnel in the state, in the community, and within the agency.
12. Works competently with the computer and related software, calculator, telephone, fax machine, copy machine, and other equipment, as required.

Education and Experience - Minimum Requirements:

1. Bachelor Degree preferably in communication, graphic design, or web design from an accredited college or university.
2. Minimum of three to five years graphic or web design experience.
3. High working knowledge and proficiency in Microsoft Office Suite (Outlook, Word, Excel & Power Point), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), and Word Press. Experience with HTML, CSS, Flash, Java Script, and social media preferred.
4. Additional experience may be substituted for post high-school education, provided the requisite skills have been obtained.

Physical Requirements:

Must be able to perform *Essential Functions* of the position.

Employer's Rights: This job description is general in nature and illustrative of the kind of duties and responsibilities required of this position. It is not exhaustive and does not contain a detailed description of all of the duties that may be required of the incumbent occupying this position.

Created /Evaluated	May 2013	
Revised	Nov 2014	Added Production & Graphic Design Functions
Re-evaluated		