

JOB INFORMATION

Effective Date	10/22/2021
Job Code:	3239
Job Title:	Manager of Student Publications
Salary Grade/Structure:	040 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	10-Exec/Admin/Mgmt
Job Function:	Marketing
Job Family:	Publications
Job Summary	<p>The Manager of Student Publications works under the direction of the Director of Student Publications to manage the Office of Student Publications and helps to sustain its journalistically independent, student-driven learning laboratory. Provides work direction and training for students, assists students with producing print, broadcast and online media for the university newspaper including: websites, advertisements, flyers, posters, brochures, press releases, videos, slideshows and social networking sites. Responsible for maintaining the Web presence and applications for student publications; sell and design ads; maintains good relationships with advertising clients including billing and tearsheets; stay abreast of current trends in digital journalism; provide clerical assistance; and perform related duties as assigned. Serves as a Campus Security Authority as defined by the Jeanne Clery Disclosure of Campus Security Policy and Campus crime Statistics Act (Clery Act).</p> <p>PLEASE NOTE: This is a 12-month, full-time position. Flexible working hours are required. The Manager of Student Publications will be required to work production nights for the newspaper and an occasional weekend or otherwise scheduled day off.</p>

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/ Preferred	
Bachelor's Degree	or equivalent combination of education and experience	Required	
Bachelor's Degree	B.A. Degree in Communication or a related field	Preferred	

Work Experience

Experience	Experience Details	Required/ Preferred	
Some	years of experience working with news publications including a variety of media platforms: print/online newspapers, magazines, websites, apps, social media, video, photography, slideshows, graphic design, interactive graphic design, ads, flyers, posters, blogs, etc.	Required	
Less than 3 yrs	Experience working with student publications	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Preferred	
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Knowledge, Skills and Abilities

KSAs	Proficiency
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JOB RESPONSIBILITIES

Campus Security Authority ☐

Remote Work Capable ☐

Essential Functions

Essential Function	% TIME
<ul style="list-style-type: none"> Facilitate and protect student expression and participation in Student Media. Provide advisement, guidance and encouragement to paid and unpaid student staff of The Signal newspaper. Serve as direct supervisor to the paid student staff. Organize and direct specific training activities in media law, ethics, journalism practices, advertising, design, marketing, social media, video, audio and other relevant media formats and communication models used to publish the student newspaper. Assumes the newspaper advising responsibilities for the Director of Student Publications in his/her absence by offering professional guidance and challenging students to assess ideas/opinions with reason, develop critical thinking/problem solving skills, and demonstrate sound journalistic judgement. Expected to exhibit a commitment to student advocacy with the ability to assist students in representing themselves and their interests effectively. 	25%
<ul style="list-style-type: none"> Maintain web presence and applications for student publications, including: hosting and server maintenance; oversight of website domain and server; creation of emergency back-up procedures so websites/apps run despite server problems; continued contact with server to ensure operation. Website/app maintenance including: updating student-produced content and creating new content as needed; ensuring website/app code is compatible with various browsers and platforms; fix broken links and images; carrying out website/app theme, plugin and/or function updates; routinely backing up the websites/apps; implementing any needed changes required to ensure the websites/apps continue running smoothly. Troubleshooting to keep the websites/apps running smoothly including: constant testing websites/apps for functionality, ease of use and load time; ensure content is easily accessible, navigable and understandable for target audience(s); assess complaints, strategize and execute solutions. Light programming and project development including: coding the websites/apps, adding new content, features and enhancements through tweaking JavaScript, CSS, HTML, PHP; creating animations, video, sound, artwork as needed; installing PHP scripts when necessary; backing up the CMS; provide security against hackers and spammers/trolls. Marketing and SEO including: drive traffic to the sites/apps to ensure they rank highly in search engines; research and implement tasks/resources for effective promotion; optimize elements for increased rankings; set up statistics trackers; monitor analytics for content prioritization and project development. Web/app design: work closely with students to create attractive and visual appearance for websites/apps that are also fully functional; continue to maintain and develop the sites/apps beyond site/app creation; i.e., maintain the websites/apps from technical, functional, security, marketing and aesthetic viewpoint. 	25%

Essential Functions

Essential Function	% TIME
• Serve as primary resource for students in all technical matters pertaining to the successful and responsible operation and production of the student newspaper. Assist student editorial staff, when appropriate and warranted, in maintaining web presence for student publications and social media outlets related to student publications.	10%
• Provide work direction and training for students. Software/programs used include: Adobe InDesign, Photoshop, Illustrator, video editing and posting; HTML, Dreamweaver, CSS PHP, WordPress, and UHCL Portal.	10%
• Assist students with the publication of the student newspaper, The Signal. Duties involve: proofread student-composed materials; provide support for news, opinion and feature page design; provide support for Web and app design and creation; provide support maintenance of social media networking sites; provide support for maintenance of video, slideshow, web and app presence online. Maintain The Signal's archive presence online (WordPress, UHCL Portal, apps).	10%
• Help prepare material for submission to student competitions.	5%
• Assume the role of ad manager: sell ad space; design ads for customers who do not have copy ready artwork; send out tear sheets and invoices; collect ad revenue; and process accounts' record keeping.	5%
• Assume the role of office manager: develop and maintain forms used in support of student publications, process purchase orders; order office supplies and maintain loan equipment inventory; manage and perform all other duties necessary in support of student publications.	5%
• Perform other duties as assigned.	5%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing						
Walking						
Sitting						
Lifting						
Carrying						
Pushing						
Pulling						
Climbing						
Balancing						
Stooping						
Kneeling						
Crouching						
Crawling						
Reaching						
Handling						
Grasping						
Feeling						

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Talking						
Hearing						
Repetitive Motions						
Eye/Hand/Foot Coordination						

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold					
Extreme heat					
Humid					
Wet					
Noise					
Hazards					
Temperature Change					
Atmospheric Conditions					
Vibration					

Travel Requirements

Estimated Amount	Brief Description