

**Hamilton College
College Communications Office**

Title: Creative Services Production Manager

Reports to: Senior Director of Visual Communications

Overview

The Production Manager is central to the work of all members of the Creative Services team. He/she must see the “big picture” while anticipating print needs, developing schedules for projects both large and small, and understanding how electronic communications integrate with the overall process. Because of the fast-paced, deadline-driven environment, the Production Manager must set priorities while maintaining flexibility in his/her approach since the job will continue evolving as communications needs change, especially in light of new approaches to electronic communications. Careful attention to detail at every stage of the production process, from inception to delivery, is critical. The Production Manager also keeps campus clients apprised of the status of their communication projects.

Project management is the primary responsibility of the Production Manager. He/she sets the production schedules for moving jobs from concept to completion; maintains all major details of each project in order to provide current information on the job; plans for upcoming work; and maintains a history of projects for future reference. The Production Manager must be experienced in developing comprehensive print specifications and fully understand all printing and mailing capabilities in order to identify vendors, recommend solutions, communicate progress and evaluate results that ensure projects are produced on time, within budget and reflect the College’s standards for quality.

Qualifications

- Bachelor’s degree in graphic design, information technology, print/Web management or a related field, plus a minimum of three years’ experience in print production and/or purchasing of print for diverse communications projects. An equivalent combination of education and experience may be acceptable.
- Thorough knowledge of project management and print production, including developing print specifications, negotiating with vendors, creating production schedules and trafficking all phases of production.
- Demonstrated proficiency in using a project-tracking application such as Asana.
- Complete understanding of the print process: file preparation, digital and offset printing, paper types and weights, and printing equipment (web, sheet-fed, etc.); demonstrated competence with press approvals.
- Demonstrated proficiency in Adobe InDesign, Acrobat Pro, Photoshop and Illustrator.
- Understanding of mailing practices/requirements, including postal regulations.
- Strong time-management and problem-solving skills. Must be self-motivated, organized, detail-oriented and possess the ability to handle multiple projects simultaneously.
- Clear and consistent communication skills for persuasive and effective interaction with a wide range of campus clients and external vendors.
- Knowledge of design and design requirements.

Responsibilities

- Lead the development of production schedules that include deadlines for copy, design, proof approvals, etc., to ensure on-time delivery. Work closely with the College Communications group and serve as liaison with campus clients, apprising them of the steps necessary to meet deadlines.
- In addition to preparing schedules for short-range projects, take the lead in identifying/adding annual projects to the schedule and alerting those responsible of upcoming deadlines.
- Develop detailed printing specifications and bid requests to ensure quality standards, cost effectiveness and on-time delivery of all print publications; with the Senior Director of Visual Communications, develop specifications for major four-color publications.
- Evaluate printers' quotes, award print jobs and coordinate contractual agreements with vendors. Monitor and report on vendor quality and performance, and review and process invoices to ensure accurate billing. Resolve basic vendor issues. Serve as the Creative Services liaison with the campus Print Shop.
- Convene weekly production and deployment meetings where Creative Services colleagues review jobs currently in process or on the immediate horizon.
- Maintain, evaluate and optimize the Asana project management application that tracks all print and related electronic work and serves as a "master schedule." Key information for each project includes production schedule and deadlines and other relevant job information.
- Ensure that all necessary approvals/sign-offs of publications have taken place and, if not, coordinate with clients prior to gathering and releasing files to the printer.
- Review digital proofs and communicate adjustments/changes directly to the printer. With Senior Director of Visual Communications, review digital proofs for major four-color publications and supervise four-color printing and onsite press approvals.
- Confirm delivery times and locations with campus clients and/or mailhouse prior to a job's delivery; communicate delivery instructions with vendors.
- Maintain complete and organized hardcopy and digital job records to ensure proper archiving of job information, print specifications, requests for quotes, work orders and samples, etc.
- Keep apprised of relevant trends in the printing industry (i.e., capabilities of area printers, paper availability, etc.) and changing postal regulations.
- Order photos and coordinate framing for citations and other special awards.
- With Senior Director of Visual Communications, coordinate with the vendor the production of campus plaques, banners, etc.
- Thoroughly understand the *Graphic Identity Style Guide* in order to appropriately respond to wide-ranging requests for College identity graphics.
- Understand College messaging and image usage guidelines and respond appropriately to requests for images.
- Respond to requests for images and College identity graphics.
- As needed, assist with the creation of digital page layout files and typesetting for print and Web communications.
- Promote the services and expertise provided by College Communications, including championing "green" options for printing, achieving shared economies of scale, etc.
- Become familiar with the *Editorial Style Guide* and identify basic copy edits if needed during the production process.
- Pursue opportunities to expand job-related skills (workshops, seminars, online training, etc.).
- Make reasonable effort to become involved in the Hamilton community.
- Other duties as assigned.

Updated: February 12, 2015