

CARF Job Description

Job title:	Publications Specialist
Business Unit / Department:	Publications and Communications
Reports to:	Publications and Communications Manager
FLSA status:	Non-Exempt (II)

Position summary

Desktop publishing and production, technical writing/editing, and content management using structured authoring, graphic design, and quality control of publications and processes.

Essential duties and responsibilities

The following duties and responsibilities represent the essential functions of this job that an individual must be able to perform with or without a reasonable accommodation:

Information design

- Content management – ensure that publications follow a life cycle that:
 - Provides consistency of content and organization.
 - Optimizes content for reuse and customization.
 - Continuously improves upon the products.
 - Archives both electronic and hard copy products.
- Content development – provide:
 - Creation and maintenance of online field reviews and data collection surveys.
 - Technical writing.
 - Editing for grammar and content, including proofreading.
 - Continuous improvement of content usability and accessibility.
- Process management – develop and maintain processes that:
 - Include preparation of timelines and schedules.
 - Establish efficiencies and identify areas for improvement.
 - Continuously improve upon these processes.
- Graphic design – support organizational marketing and branding efforts by:
 - Developing templates and style sheets for electronic and printed documents.
 - Designing and producing collateral materials, such as ads, brochures, newsletters, postcards, forms, logos, stationery, banners, and trade show or other graphics.
 - Responding to inquiries about logo usage guidelines.

Other

- Act as communication liaison for customers, both internal and external, including outside vendors.
- Develop competencies in new technologies, processes, and applications, and train or assist CARF staff as needed.

Note: Duties and responsibilities are not all inclusive and may change at any time, with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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Qualifications, education and/or experience

The following qualifications represent the training, education, certifications, licensures, and/or work experience required to perform the essential duties and responsibilities successfully:

- Minimum requirements:
 - Associate's degree in a related field, or two (2) years of experience in an information design field.
 - Proficient in at least one major desktop publishing application; e.g., InDesign, FrameMaker, QuarkXPress.
 - Advanced skills in Microsoft Word.
 - Experience with Adobe Acrobat.
 - Knowledge of creating and applying formatting styles and templates.
 - Basic proofreading and grammar editing skills.
 - Basic understanding of file formats and file conversions.
- Preferred requirements:
 - Bachelor's degree in a related field, or five (5) years of experience in an information design field.
 - Experience with structured authoring.
 - Technical writing and editing experience.
 - Advanced skills in desktop publishing application(s)
 - Proficient with at least one markup language; e.g., HTML, SGML, XML.
 - Advanced skills in at least one graphic design application; e.g., Illustrator, PhotoShop, InDesign.
 - Advanced skills in Adobe Acrobat security and interactive features.
 - Advanced proofreading and grammar editing skills.
 - Advanced understanding of file formats and file conversions.
 - Experience with printing processes.
- Must be authorized to work in the United States. Does not now or in the future require sponsorship for employment visa status, including but not limited to H-1B visa status.

Competencies

The following competencies represent the knowledge, skills, and/or abilities required to perform the essential duties and responsibilities successfully:

Values-based competencies:

- **Respect** - Treats people with dignity and respect, values diversity, demonstrates cultural competence, promotes a harassment-free environment, keeps commitments, and inspires the trust of others.
- **Excellence** - Meets challenges with resourcefulness and generates suggestions for improving own work, as well as CARF products, services, and people.
- **Stewardship** - Follows policies and procedures, promotes safety and security awareness, works ethically and with integrity, upholds organizational values, maintains a positive and professional demeanor, and maintains and uses equipment and materials properly.
- **Partnership/teamwork** - Contributes to building a positive team spirit, puts success of team above own interests, exhibits objectivity and openness to others' views, gives and welcomes feedback, and supports everyone's efforts to succeed.
- **Excitement** - Supports bold thinking and develops innovative approaches and ideas.

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- **Communication (open)** - Listens to others, acknowledges other points of view, effectively transfers information and expresses ideas in individual or group situations, and maintains confidentiality.
- **Technology** - Champions technology to support unique business solutions.

Core competencies:

- **Communication (oral)** - Speaks clearly and persuasively in positive or negative situations, listens and gets clarification, responds well to questions, participates in meetings, and demonstrates group presentation skills as appropriate.
- **Communication (written)** - Writes clearly and informatively, edits work for spelling and grammar, varies writing style to meet needs, presents numerical data effectively, and reads and interprets written information.
- **Continuous learning** - Continuously strives to build own knowledge, skills, and abilities; actively identifies new areas for learning; regularly creates and takes advantage of learning opportunities; and applies newly acquired knowledge, skills, and abilities.
- **Customer service** - Manages difficult or emotional customer situations, responds promptly to requests for service and assistance, solicits customer feedback to improve service, and meets commitments.
- **Dependability** - Works independently within general guidelines, accepts responsibility for own actions, keeps commitments; meets productivity standards, completes work in a timely manner, and manages attendance to meet work requirements by adhering to company attendance policy and arriving to meetings and appointments on time.
- **Job knowledge** - Understands job duties and responsibilities, possesses necessary job skills and knowledge, understands and uses technology appropriately, understands and promotes department mission and values, and keeps current with new developments in profession and field.
- **Leadership** - Displays passion and optimism, inspires respect and trust, influences actions and opinions of others as appropriate, mobilizes others to fulfill the vision as appropriate, and provides vision and inspiration to peers and/or subordinates.
- **Planning/organizing** - Prioritizes and plans work activities; uses time efficiently, sets short- and long-term goals and objectives, aligns objectives and actions with organizational goals, and develops realistic action and contingency plans.
- **Problem solving** - Anticipates, identifies, and resolves problems in a timely manner; gathers and analyzes information skillfully; works to overcome obstacles; develops alternative solutions; works well in group problem-solving situations; and uses reason, even when dealing with emotional topics.
- **Productivity** – Efficiently plans, sets priorities, and executes work; accurately scopes out work; creates efficient workflows, processes, and procedures; meets productivity standards; allocates resources properly; and takes on additional responsibilities, as needed.
- **Quality** - Demonstrates accuracy and thoroughness, monitors own work to ensure quality, and looks for ways to improve and promote quality standards.

Position-specific competencies:

- **Adaptability** - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; and deals with frequent change, delays, or unexpected events.
- **Analytical** - Synthesizes complex or diverse information, collects and researches data, and uses intuition and experience to complement data.
- **Change management** - Develops workable implementation plans and communicates changes effectively.
- **Initiative** - Seeks increased responsibilities, takes independent actions and calculated risks, effectively identifies new opportunities and challenges, and determines how to facilitate positive outcomes.

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- **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, develops innovative approaches and ideas, and presents ideas and information in a manner that gets others' attention.
- **Interpersonal skills** - Focuses on solving conflict, not blaming others; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas; and tries new things.
- **Judgment** - Displays willingness to make decisions, exhibits sound and accurate judgment, supports and explains reasoning for decisions, includes appropriate people in decision-making process, and makes timely decisions.
- **Motivation** - Sets and achieves challenging goals, demonstrates persistence and overcomes obstacles, measures self against standard of excellence, and takes calculated risks to accomplish goals.
- **Multitasking** - Displays an ability to handle multiple tasks in an efficient and timely manner.