



New Mexico State Personnel Office

2600 Cerrillos Road
Santa Fe, New Mexico 87505-0127

Classification Description

DESKTOP PUBLISHERS

<u>Class Title</u>	<u>Class Code</u>	<u>Pay Band</u>	<u>Alt Pay Band*</u>
Desktop Publishers-B	R9031B	45	
Desktop Publishers-O	R9031O	50	
Desktop Publishers-A	R9031A	55	

**In accordance with SPB Rule 1.7.4.10 NMAC, the assignment to alternative pay bands shall be reviewed annually to determine their appropriateness.*

Occupation Description

Format typescript and graphic elements using computer software to produce publication-ready material.

Nature of Work

Desktop publishers use computer software to format and combine text, data, photographs, charts, and other graphic art or illustrations into prototypes of pages and other documents that are to be printed. They then may print the document on a high-resolution printer or send the materials to a commercial printer. Examples of materials produced by desktop publishers include books, brochures, calendars, magazines, newsletters, newspapers, and forms. Desktop publishers typically design and create the graphics that accompany text, find and edit photographs and other digital images, and manipulate the text and images to display information in an attractive and readable format. They design page layouts, develop presentations and advertising campaigns, and do color separation of pictures and graphics material. Some desktop publishers may write some of the text or headlines used in newsletters or brochures.

Distinguishing Characteristics of Levels

Note: Examples of Work are intended to be cumulative for each progressively higher level of work. The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.

Basic

- Employees in this Role assist with design the content of a desktop publishing site.
- Employees maintain routine desktop publishing documents and update existing formats under close supervision.

Recommended Education and Experience for Full Performance

High School Diploma or GED and two (2) years experience in digital technology.

Minimum Qualifications

High School Diploma or GED and six (6) months experience in digital technology.

DESKTOP PUBLISHERS

Operational

- Employees in this Role perform composition, page layout, proofreading, editing, and final printing.
- Employees interface with related technologies such as desktop publishing software lithography, lasers, and electronic imaging.
- Employees may review the work of others for accuracy and clarity.

Recommended Education and Experience for Full Performance

Associates Degree and two (2) years work experience in digital technology.

Minimum Qualifications

High School Diploma or GED and one (1) year work experience in digital technology.

Advanced

- Employees in this Role perform as experts in design, composition, graphic arts, writing, and editing.
- Employees respond to innovations in computers, which make it possible for customers to do more of their own typesetting.
- Employees work with customers' design preferences and with web designs, as well as web designers.

Recommended Education and Experience for Full Performance

Associates Degree and four (4) years work experience in digital technology.

Minimum Qualifications

High School Diploma or GED and two (2) years work experience in digital technology.

Knowledge and Skills

*Note: This information has been produced by compiling information and documentation provided by O*NET. O*NETTM is a trademark of the U.S. Department of Labor, Employment and Training Administration.*

Knowledge

Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

Design — Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.

English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Production and Processing — Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and

DESKTOP PUBLISHERS

other office procedures and terminology.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Skills

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Speaking — Talking to others to convey information effectively.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Coordination — Adjusting actions in relation to others' actions.

Statutory Requirements: N/A

Conditions of Employment: Working Conditions for individual positions in this classification will vary based on each *agency's utilization, essential functions, and the recruitment needs* at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

Default FLSA Status: Non-Exempt. FLSA status may be determined to be different at the agency level based on the agency's utilization of the position.

Bargaining Unit: This position may be covered by a collective bargaining agreement and all terms/conditions of that agreement apply and must be adhered to.

Established: 07/07/2001

Revised: 09/20/2011

DESKTOP PUBLISHERS

**Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation.*

Note: Classification description subject to change. Please refer to the SPO website www.spo.state.nm.us to ensure this represents the most current copy of the description.