

PHASE 2
UCSD Communications
Family Function and Job Function Summary

Job Family	Job Function	Job Summary
Communications	Acquisitions Editor	Responsible for acquiring, developing, and revising titles. Develops and recommends publishing plans and list strategy using research and personal knowledge of the market. Works with authors to develop suitable manuscripts to meet publishing objectives. Acts as liaison with design, copyediting, printing, production, and sales and marketing personnel. May have profit and loss responsibility.
Communications	Broadcast Communications	Involves developing and managing content, planning, coordinating and administering programs, processes, and facilities in radio and television, including programming, production, scheduling, training, digital and / or analog editing, accounting, and organizing related events.
Communications	Digital Communications	Involves developing digital communications when communications knowledge, rather than Information Technology knowledge, is paramount. Includes website design and development, or producing communications or instruction using the web, audio, video, and other digital media, which may involve content creation, designing, production and / or programming.
Communications	General Communications	Involves developing, implementing or executing a comprehensive, multidisciplinary communications program; involves work in two or more communications disciplines OR work not otherwise covered in other communications job families.
Communications	Media Communications	Involves providing news and information for the general public and key audiences through a clear understanding of news, skilled work with the media, programs for public outreach, and / or strategic communication of the institution's messages.
Communications	Publications and Production	Involves planning, scheduling, and coordinating the printed and / or electronic production of books, journals, catalogs, publications, manuscripts, promotional and other materials. Confers with writer / editors, communications design specialists, web programming specialists, project directors, authors and related staff in the preparation of proposed publications; verifies that format of copy conforms to printing and / or electronic publishing specifications.

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Communications	Visual Communications	Involves creating visual communications that inform, instruct, and / or influence the way people perceive services, products, or organizations using knowledge of graphic design, animation, communications strategy, marketing, research, environmental design, photography and photographic services, and / or illustration.
Communications	Written Communications	Involves conceiving, researching, writing, editing, and / or publishing written materials and strategic communications, including publications, articles, proposals, speeches, and promotional material.