

LATIN AMERICAN STUDIES: POSITION DESCRIPTION
(EMENDATION TO AND CLARIFICATION OF POSITION CLASSIFICATION QUESTIONNAIRE,
DATED 10/6/94, OF H. SALOME)

The position in Latin American Studies is best described as a combination of three existing job titles, in roughly equal portions as measured by time spent and importance:

1) **Coordinator IV (Communications)**

The primary responsibility for this position, during the present phase of the Council's redevelopment, rests in planning, supervising, coordinating, and implementing the aspects of activities related to public affairs; community, inter-department, and inter-university relations; constituency outreach and development; student and faculty support; and development and fund raising for a center/department with a large and far flung constituency of undergraduates, graduate and professional students, faculty, research staff, administrators, scholars from neighboring institutions, and community supporters and having a developing, multi-faceted program. The position must assure that the Council foster a positive and supporting relationship with constituency groups within and without the University, sometimes handling situations of some delicacy that can affect Yale-community relations. The position must also advise the chairman about policies and procedures and alert him to potential hazards; provide administrative and financial management for all functions of the Latin American Studies Council; supervise its daily operations, and oversee a number concurrent programs and independent initiatives by Yale students, faculty, administrators, and staff, often with participation of community groups. In most areas, this position must determine, regularize, and establish policies consistent with University policies and the goals of the chairman.

The position must also develop, manage, and control budgets, particularly those for special projects and for federal and foundation grant proposals and reports. It must provide general and long-term financial management of the Council and its projects. It must evaluate financial, programmatic, and administrative needs, and determine possible and sometimes alternative means of meeting those needs, including sources of funds, levels of staffing, contracted services, and equipment,

[The level of responsibility is distinguished from that of a Coordinator III in several ways, including: (1) requires knowledge of various media and, particularly, design and typesetting, (2) requires developed computer skills, (3) requires financial management skills and developing budgets, and (4) entails the creating and integrating of activities, programs, and policies that advance the Council's mission rather than merely the coordinating and supervising of established programs.]

2) **C&IS [Computer and Information Systems] Support Specialist III**

This position establishes and directs computer information systems for the administration of the Council and for its programs and activities. In administration, the position provides computer-related information, education, training, and support to staff; determines, procures, installs, troubleshoots, and maintains hardware and software; sets up local area networks and file servers; designs, installs, and maintains complex custom databases and trains and directs staff in their use; and prepares documentation for Council systems. For programmatic activities, this position creates, designs, directs, and maintains computer-based communications and information systems consistent with Council objectives for reaching out to Latin Americanists on campus, in the nearby community, and worldwide; trains staff in the use of these systems; and troubleshoots problems. The position designs and directs an Internet presence for the Council, and creates, designs, and directs a large email information system, and responds to both computer- and program-related inquiries from Internet subscribers to the Council systems.

[This position is distinguished from a C&IS Support Specialist II in several ways, including: (1) requires comprehensive knowledge of several specialized computer-related areas (namely, Macintosh hardware, software, peripherals, and operating systems, and database systems;) (2) sets up and maintains networks (3) requires keeping abreast of new technical developments and both general and specialized equipment and software; (4) involves development (not merely maintenance) of complex databases and database systems, and (5) develops and implements original projects.]

3) Graphic Designer

Graphic design services are crucial to the Latin American Studies Council in this phase of its redevelopment. This position assesses program needs and determines the level, complexity, and quality of graphic design materials that are suitable, as well as alternative and fallback approaches; projects costs and time schedules; and oversees digital production from beginning to end. The position is responsible for the actual production of printed materials from conceptualization through prepress, working closely with printing services, often printing directly to high-resolution devices. It conceives ideas for and designs and produces individual Council projects and projects undertaken with other academic and administrative units of the University; it meets with planners and directors of Council sponsored projects to discuss needs, conceptualize public relations materials, and respond to cost and time constraints. It is responsible for design and control of the overarching aesthetic look to all Council publications and for determining the relationship between the visual and contextual for widely disseminated works. The position is responsible for determining, selecting, procuring, installing, and maintaining the necessary computer hardware, software, and typefaces, which requires a comprehensive knowledge of digital graphics and typography, years of professional experience, and keeping abreast of new technical developments. The position requires a high level of complex technical skills, an aesthetic sensibility, and knowledge of advertising and public relations techniques and trends.

[This position is distinguished from that of Communications Designer in several ways, including: (1) it has comprehensive authority over all aspects of graphics for the Council—from concept to assessment to design to execution and production to support to integration into the Council's program (2) determines all specifications for work (3) selects, procures, and updates software, typefaces, and hardware (4) requires more comprehensive knowledge of digital typesetting and design hardware and software.]

Applicable factors

Knowledge and Skills Thorough knowledge of University's organization and administrative, academic, and financial policies. Comprehensive knowledge of organization of interdisciplinary programs. Thorough knowledge of modern public relations means and methods. Thorough knowledge of microcomputers and peripherals and of University and Internet networks. Comprehensive knowledge of microcomputers, peripherals, and software pertaining to administrative systems, to graphics and publishing, and to local area networks. Comprehensive knowledge of database systems and spreadsheets; of high-end graphics and publishing applications and processes; of typography; and of typefaces and their management. Thorough knowledge of graphic design processes, methods, and media. Well developed organizational, analytical, graphic design, database design, oral and written communications, supervisory, and financial management skills. Creativity; sangfroid.

Problem Solving and Decision Making Determines general and specific methods for achieving and implementing general goals set by the chairman/director. Participates in short- and long-range planning and in development of departmental and center policies. Determines constituent services to be offered. Analyzes and evaluates projects proposed by faculty, students, or constituents for feasibility; recommends action and/or modifies proposals and budgets. Analyzes financial, staff, and equipment needs and proposes action and alternatives. Analyzes and evaluates information systems needs and designs, develops, and implements complex computer-based integrated information

systems, including complex databases and on-line services. Determines the means and media for public relations campaigns, analyzes program and project requirements, and conceives ideas for graphic design work and determines specifications, costs, and schedules.

Scope and Complexity Plans, coordinates, and oversees all facets of concurrent Council programs, allocating resources, setting priorities, and supervising staff. Coordinates and oversees all support services for major projects undertaken jointly with University/Community/Student/Faculty groups; advises groups and individuals on project budgets, feasibility, schedules, and organization; carries out publicity strategies for projects, and proposes and produces high quality graphic materials. Devises far-reaching on-line presence for Council programs, incorporating University systems and original, proprietary systems; identifies Internet constituents, responds to on-line queries and suggestions, trains staff in use of Council systems. Tracks developments in computer technologies, incorporating them into Council systems; troubleshoots and updates software, including network and fileserver applications. Oversees the identification of multiple constituent groups from among University (faculty, undergraduate, graduate and professional, Latino ethnic groups, etc.), community, and other academic bodies (such as NECLAS and public and private K-12 teachers); integrates these constituent groups into flexible and tailored information and public relations campaigns; coordinates public relations for major projects with constituencies of cooperating institutions, both community and University (e.g., New Haven-León Sister Cities Project and Yale College Dean's Office). Creates policies and administrative systems for responding to high volume of requests and queries from the near and greater community of Latin Americanists. Analyzes policies and guidelines and prepares budgets for grant proposals and grant reports and revisions, dealing directly with granting agencies (e.g., NEH, Tinker Foundation). Conceives and implements innovative solutions to ongoing constraints and frequent crises in staffing, funding, and other resources, and reviews, approves, and monitors all expenditures.

Impact and Accountability Ensures that programs and support services achieve goals of the Council and its chairman and are consistent with University and granting agency policies and guidelines. Reviews and approves all activities sponsored by the Council and all materials published and widely disseminated by the Council. Develops and monitors budgets for the Council, for special projects, and for grants. Consults with University/Community/Student/Faculty groups and individuals concerning planning and execution of high-profile public relations campaigns. Conceives and creates the design and aesthetic "look" of all Council publications, posters, flyers, stationery, emblems and logos, and other printed materials, most of which are widely disseminated; conceives and creates the designs for publicity materials produced on behalf of cooperating groups and institutions (e.g., joint projects with Yale College Dean's office, Sister Cities Project, inter-school committee for symposium on Health & Environment). Serves as primary liaison in jointly sponsored activities, with responsibility for resolving sensitive situations, potential misunderstandings, and actual conflicts that could have adverse impact upon not only the Council and its members, but upon inter-departmental-inter-school relations and University-community relations. [Examples include misunderstandings of schedules and commitments between faculty representative of Sister Cities Project and Council representatives regarding organization of and publicity for Film Festival; and forestalling of the errors of inadequate proposal and planning in the early stages of the Health & Environment symposium.] Responsible for the world-wide presence of the Council on the Internet. Selects or approves announcements submitted by organizations and individuals for inclusion in LAS On-line programs (LAS Noticias and YaleInfo folder) and conventional media, some of which have political implications.

Internal and External Contacts Regularly interacts directly with faculty, directors of graduate studies and undergraduate studies, deans, department heads, associate provost, grants and contracts representatives. As an interdisciplinary department, regularly interacts with a cross-section of departments and with several professional schools. Interacts directly with numerous internal service providers, such as accounting, MIS, C&IS, dining halls (interaction with MIS is as a

professional prepress client). Intense interaction with groups and individuals co-sponsoring projects with the Council, including faculty, graduate and professional students, undergraduates, staff, research fellows, and representatives of community organizations. Interacts with visitors speakers and conference and symposium participants.

Interacts directly with such external contacts as government and private granting agencies; community members and faculty and staff from neighboring colleges and universities on activities of mutual interest; vendors and service providers.

Interacts with large and multi-dimensional constituency (faculty, students, researchers, community, Connecticut K-12 teachers, scholars and administrators from New England colleges and universities), reaching well beyond New Haven, in high-profile public relations support of Council projects.

Education and Experience Bachelor's degree in graphic design; post-graduate degree in any field; experience in Yale College or a Yale graduate or professional school.

Knowledge of finances and accounting. Several years experience in management, public relations; several years experience with selecting, installing, maintaining, and troubleshooting personal computers and networks. Professional experience in graphic design and digital production through prepress. Experience designing, directing, and maintaining integrated computer information systems;; experience designing databases and spreadsheets. Experience administering interdisciplinary programs. Knowledge of Spanish or Portuguese.