

## **PUBLISHER**

**DEFINITION:** Under general direction, performs work of considerable difficulty in overseeing the administration and operation of the Navajo Times Department and in the publication of the Navajo Times newspaper; performs related work as assigned.

**ESSENTIAL FUNCTIONS:** This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

### **TASKS:**

Directs the day to day operations of the Navajo Times Department; establishes, administers and maintains organizational structure and staffing to effectively accomplish goals and objectives; recruits, selects, trains, supervises and evaluates staff; develops and manages annual budget; oversees the assignment of stories and photo shoots; selects and edits letters to the editor, special columns, writing headlines, photo cut lines and subtitles; conducts interviews and writes stories, editorials and columns; determines which stories and photos will run and on what page or section.

Ensures deadlines are met and that newspaper is published according to schedule; maintains media relations with local, statewide and national enterprises; plans, develops and implements marketing strategies for generating resources and revenues; coordinates surveys and assessment of public to determine overall acceptability of print format and delivery to a wide range of constituencies, readers and subscribers; makes presentations; attends meetings.

### **KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:**

Knowledge of basic principles of journalism and ethics and publishing industry.

Knowledge of economics and financial management in operating a publishing enterprise.

Knowledge of organizational structure, workflow and operating procedures used in publishing a newspaper.

Skill in examining and reengineering operations and procedures, formulating policy and developing and implementing new strategies and procedures.

Skill in developing and implementing comprehensive marketing goals, objectives and plans.

Skill in using independent judgment, managing and imparting information to a range of clients and media sources.

Skill in supervisory methods and techniques.

Skill in establishing and maintaining effective working relationships.

**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:** Work involves a minimum of physical effort in an office setting.

**MINIMUM QUALIFICATIONS:** A Bachelor's degree in Business Administration, Liberal Arts, Journalism or Communications or closely related field; and eight (8) years of experience in managing the editorial, administrative or business process of a newspaper operation; or an equivalent combination of education, training, and experience which provides the capabilities to perform the described duties.

Depending upon the needs of the Nation, some incumbents of the class may be required to demonstrate fluency in both the Navajo and English languages as a condition of employment.