



## Public Information Systems Assistant

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution #	Pages
104	Non-exempt	2 – Professionals	AFSCME	4	REV 3-06	2035	1 of 2

**DEFINITION:** Under supervision, works with various District departments to implement programs and procedures for the production, publication, and display of route and schedule transit information for the public. Enters data, coordinates databases, and operates desktop publishing software.

**REPORTS TO:** The Public Information Systems Coordinator and Marketing and Community Relations Manager, or designee.

### **ESSENTIAL FUNCTIONS:**

- Assists in the design, production, and placement of bus schedules, route information, maps, and other service information.
- Coordinates activities with various District departments to ensure the timely and accurate display of schedule and route information, and to ensure the regular maintenance and repair of all signage.
- Performs typesetting layout of service information and graphics using current computer software programs for typesetting and graphic design.
- Determines the location and placement of specific service information based on general guidelines, including bus stops, bus transit centers, inter-modal stations, and other District and non-District locations. Posts and revises display and signage materials at all facilities, as required.
- Investigates and recommends new locations for the placement of informational displays. Develops new displays, and monitors the informational accuracy and condition of both new and existing displays.
- Participates in the development and placement of electronic signage and interactive information kiosks at bus stops and other facilities.
- Modifies and updates bus system and other maps, under the direction of the Coordinator.
- Creates signs using appropriate machinery, such as large-format computerized printer or plotter, and laminating machines.
- Maintains service and information databases, as well as production records, and other files and records.
- Delivers and distributes finished products to appropriate District personnel or outside agencies.
- May supervise modified duty staff or Interns on a regular basis.
- Performs related duties as required.

This Class Specification is intended to present a descriptive list of the range of essential functions performed by an incumbent in this class, but is **not** intended to reflect all duties performed within the job.

Approved by Rick Fernandez, General Manager

Date



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### **MINIMUM QUALIFICATIONS:**

**Knowledge Of:** Transit service information, including maps and schedules; the Macintosh platform and relevant graphics and typesetting software at an intermediate level of proficiency (current 2006 examples are Adobe InDesign and Adobe Illustrator); software programs for spreadsheets, databases, word processing, and public presentation at an intermediate level of proficiency; English usage, grammar, spelling, and punctuation; basic mathematics; and principles and practices of workplace safety.

**Ability To:** Design and create informational graphics and artwork; quickly learn and effectively use new and revised software programs as implemented by the Marketing and Communications department; collect, review, and verify transit service information; understand and work with large amounts of technical data and information; produce accurate information; maintain accurate production records; be organized and detail oriented while multi-tasking; communicate clearly and effectively both orally and in writing; and establish and maintain effective and collaborative working relationships with District staff, and members of the public using principles of good customer service.

**Experience:** Two (2) years in a relevant professional capacity using the Macintosh platform, Adobe Illustrator, and Adobe InDesign or comparable software, other applicable software programs for professional typesetting, desktop publishing, and graphics design, as well as standard office software for word processing, spreadsheets and presentation.

**Education:** Equivalent to the completion of an Associate's degree, or two (2) years of post-secondary education from an accredited college or university. Additional experience may be substituted for required education on a year for year basis.

**Physical Requirements:** Must maintain the physical ability to perform tasks in an office setting, operating multiple computers, keyboards, and other peripheral equipment; safely drive a District automobile; occasionally lift, carry, and manipulate large rolls of paper and other objects weighing up to twenty-five (25) pounds; and the ability to bend, crouch, kneel, reach above the head, and occasionally climb short step-ladders up to two feet above the ground to maintain transit information displays

**Special Requirements:** (1) Ability to travel throughout the District's service area on a regular basis to perform the essential functions of the position. (2) Possession of, or ability to obtain and maintain a valid California Class C Driver License and meet the District's safe driving standards.

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