Electronic Publishing Specialist (Temporary)

Lands' End is looking for Electronic Publishing Specialists to fill temporary assignments. The EP Specialist is responsible for ensuring consistency in graphics and accuracy in content for catalog production. This is a flex position that can accommodate full or part time work schedules.

Responsibilities include:
1. Producing catalogs using the Macintosh computer. This includes building the layout, formatting the copy according to graphic standards, placing the images and printing the pages.

2. Ensuring consistent implementation of graphic standards. Checking accuracy of own work to catch errors. Building pages following the technical guidelines set by the electronic publishing manager. Following proper file server procedures.

2. Going beyond just putting the pieces together -- using knowledge of typography, art and design to transmit Art Directors’ concepts electronically. Building pages following the latest direction from creative management. Paying attention to the fine points of design such as headline treatments, spatial relationships of one product to another, ease of readability, etc.

3. Communicating with Art Directors and Copywriters and in their absence the Catalog Design Specialist or the Electronic Publishing Manager, to solve layout problems and tighten finished design. Bringing any potential printing and reproduction issues to the attention of the production manager to ensure accuracy.

4. Manipulating the images in Adobe Photoshop. Creating or modifying any logos, special type treatments or other graphic elements used in the file.

5. Being aware of deadlines and working to meet them. Keeping Workflow and the Electronic Publishing Manager aware of potential bottlenecks and problems. Logging progress of projects where appropriate. Reporting on projects in the weekly staff meetings.

Requirements:
1. Two year or four year degree with major, minor or emphasis in fine art, commercial art or related area. To be considered without a degree, must demonstrate design and typography skills. Must have a strong portfolio.

2. One to two years of experience using the Macintosh computer. Must be advanced level in Adobe InDesign. Must have working knowledge of Adobe Photoshop and Adobe Illustrator.

3. Should understand and like working in a production environment with deadlines, heavy workloads and last minute changes. Must have the skills to be effective in this kind of environment. Good organizational skills are important, as well as the ability to shift focus without warning. Must adjust to new situations rapidly.

4. Must have experience working with type and making type changes. Proofreading skills and an eye for detail are crucial. Good grammar skills are also helpful.

5. Ability to read an art director's layout, visualize the finished piece and use the computer to achieve the desired result.
6. Strong interpersonal and communication skills are a necessity. Must be able to work and communicate with various types of people in order to meet a common goal. Must be able to bring up problems in a straightforward, but tactful manner and work out a solution.

7. Willing to work overtime.

Preferred Skills:
1. Knowledge or experience in photography and print production of graphic arts helpful.

2. Knowledge of the print production process and reproduction on issues as they relate to electronic publishing, design and art direction.