1. Job Details

Job title: Publications Manager

School/Support Department: Communications and Marketing

Unit (if applicable):

Line manager: Head of Marketing

2. Job Purpose

This post is the senior professional specialist responsible for the development and implementation of the University’s corporate publications strategy as well as the leadership and management of the publications and design team to enable the University to communicate effectively with its clients and stakeholders through its corporate marketing materials.

3. Main Responsibilities

1. Direct the creation and production of the flagship, corporate publications which meet the University’s strategic recruitment, PR and internal communication objectives. Provide effective marketing materials to enable the University to conduct key areas of its business such as undergraduate and post graduate student recruitment and stakeholder communication.

   Approx. % of time: 20%

2. Manage several large, high profile projects in parallel ensuring that materials are produced to tight deadlines in an intense annual publishing timetable. Manage and ensure best value of an overall budget in excess of £300,000.

   Approx. % of time: 20%

3. Be the lead marketing professional running competitive tender exercises to appoint external suppliers to 1-3 year contracts. Ongoing management of those contracts with a range of suppliers requiring specialist expertise in the following areas: writing, editorial, design, photography and print to achieve a high quality service at the best value.

   Approx. % of time: 10%
4. Commission and manage market research projects to evaluate prospectuses and guide future direction of their development, planning ahead for a minimum 3 year period. Constantly monitor, review and evaluate publications and marketing materials to ensure that they are competing effectively with peer group institutions. Methods include benchmarking of other HE organisations and general industry developments in design, photography and print.

5. Lead, manage and motivate the team of publishing professionals so that publications are delivered to schedule and high standards of quality. Write, edit and proof read publications.

6. Manage and monitor distribution arrangements and contracts for 150,000 prospectuses, 200,000 Alumni magazines, 24,000 staff magazines and 5,000 Annual Reviews. Ongoing management of large contracts for warehousing, direct mail, one off and on-going distributions to ensure best value is achieved in costs.

7. Establish, foster and maintain excellent working relationships with senior University colleagues to keep informed of priorities and key messages, and offer advice when required. Also establish excellent relationships with suppliers to ensure contracts run smoothly and efficiently.

4. Planning and Organising
   1. Forecasting and advising on publication & design trends both in the HE and similar organisations.
   2. Schedule work one-year in advance in outline, and per project in detail
   3. Manage several large-scale projects at same time
   4. Taking into account College and Communications and Marketing input, plan the overall look, feel and content of publications for a yearly publication cycles
   5. Supervise work of team on a daily basis
   6. Produce all publications within budget, monitor spend, and seek out efficiencies wherever possible

5. Problem Solving
   1. Prioritise and allocate work for the team on the basis of competing priorities
   2. Finding most cost effective solutions to design, print and distribution within budget

6. Decision Making
   1. Deciding strategic design, editorial and production direction for publications
   2. Commissioning services independently acting on experience and knowledge of the sector and services, plus budgetary constraints
   3. Signing off all publications for print
7. Key Contacts/Relationships
   1. Depending on the publication, the postholder has contact with staff at all levels within the University from departmental secretary level to Registrar.
   2. Good relationships with all external suppliers is crucial in delivering all materials to time and budget.
   3. Close working relationships with sister departments such as SRA/International Office and Development & Alumni.

8. Knowledge, Skills and Experience Needed for the Job
   1. Honours degree and minimum of 7 years experience of project management in publishing.
   2. Specialist knowledge and experience of writing, editorial, design, print and photography.
   3. Ability to manage multiple projects and deliver accurate and high quality publications to deadlines.
   4. Ability to interact and manage relationships with senior colleagues across the University.
   5. Excellent communications skills and ability to manage relationships with internal clients and external agencies and suppliers.
   6. Experience and ability to manage financial budgets of several hundred thousand pounds.
   7. Ability to serve as Editor and convene Editorial Boards for the major University publications.
   8. A combination of administrative systems experience, attention to detail and creative ability.

9. Dimensions
   1. Line manages four members of staff (one full-time, three part-time).
   2. Manages the production and publication of 150,000 prospectuses, 200,000 alumni magazines, 24,000 staff magazines and 5000 annual reviews, plus online eBulletin and any other ad hoc publications.
   3. Manages an overall budget of £300 000.

7. Job Context and any other relevant information
   1. The postholder plays a vital role in ensuring that all of the University’s publications meet their objectives within budget and to time.
   2. The postholder is Communication and Marketing’s’s FOI practitioner and attends Disability Committees on Communication and Marketing’s behalf.