

POSITION DESCRIPTION



Name: TBC

Job title: Publisher– Secondary (Languages)

Date: February 2019

Department: Secondary Publishing

Reports to: Senior Publisher

Basic purpose:

The Publisher is responsible for:

- Developing and implementing content (print and digital) strategies for assigned portfolios
- Creating and implementing supporting products to achieve portfolio revenue and profit targets
- Projects as required by the Senior Publisher

For agreed projects within the portfolio (and for projects from other portfolios if required) the Publisher will:

- Develop product plans that support the commercial strategy for the portfolio and business unit
- Implement agreed product plans by: commissioning new authors; working with established authors; developing content with authors; submitting high quality content to the Editorial team; leading the development of resources during the editorial and production process; supporting the promotion of products in the marketplace as needed

To achieve these outcomes, the Publisher will work closely with the Senior Publisher.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Create and implement product plans for new projects within the agreed portfolio	45%	<ul style="list-style-type: none">• In consultation with the Senior Publisher develop new publishing projects within the agreed portfolio to achieve the division's strategic and financial targets.• In consultation with the Senior Publisher, ensure agreed publishing plans are delivered and updates and changes are made in alignment to an agreed strategy.	<ul style="list-style-type: none">• Experience developing commercially published resources to teach within secondary school• Ability to problem-solve and manage complex and/or numerous projects to an agreed timeline• Ability to analyse information/data to determine customer needs	<ul style="list-style-type: none">• Quality of publishing proposals, product plans and projects• Meeting expected financial / publishing targets• Customer-first focus, putting learning first• Number of signed projects• Timely delivery of planned projects

		<ul style="list-style-type: none"> • Prepare and present detailed publishing proposals for all projects ensuring all customer-focused solutions have strong value propositions, meet demonstrated market needs, and provide unique competitive advantage in addressable and quantified market segments. • Ensure clear print and digital specifications are provided for costing and scheduling purposes. • Ensure an understanding of essential aspects of learning design with emphasis on digital learning solutions that address customer workflow and learning challenges. • Where required, identify and commission new authors and contributors for the project. • Manage the team of authors and contributors selected for the project to ensure on time or early delivery of high-quality content and digital material. • Conduct a review of product content and digital material, appropriate to the project and writing team. • Deliver content and digital material on time or early. • Keep in touch with the market through a variety of channels. • Analyse, identify, define, and size market segments and sub-segments associated with the market. • Ensure detailed publishing plans for the agreed portfolio are developed for presentation at publishing proposal meetings. • Make recommendations for strategic opportunities and directions to the Senior Publisher. • Any other duties as directed by the Senior Publisher. 	<ul style="list-style-type: none"> • Market awareness, including competition, curriculum developments and current classroom practice including trends in use of learning technologies • Numeracy skills, financial acumen and an understanding of corporate strategies and the impact on the market • Ability to identify the key issues in complex situations, apply good judgement and timely decision-making to prioritise work and effort • Effectively gather, sift and present information from a variety of sources based on a sound understanding of publishing processes • Ability to follow policies and procedures • Excellent time management skills • Ability to apply publishing strategies beyond own publishing projects and responsibilities • Drive and ability to maintain, oversee and communicate a reliable plan for the agreed portfolio of products in an agreed format • Excellent communication and presentation skills • Demonstrates a composed attitude throughout negotiations and projects 	<ul style="list-style-type: none"> • Professional approach to delivering timely content that meets expectations • Actively establish industry relationships and utilises networks to improve knowledge which adds value • Friendly, transparent, and proactive communication • A positive attitude to problem-solving • Setting the bar higher to achieve the best possible outcome • Sharing ideas and learning in a team environment • Author feedback • On-time high quality profitable resources • Confidence in presenting and dealing with groups • Minimal communication problems due to effective communication demonstrating mutual respect and acceptance of diverse thoughts and backgrounds • Clear print and digital specifications with appropriate costings and scheduling • Ability to build rapport and mutual respect • Embraces Cengage's ethos and credo
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Competitor knowledge and networking	15%	<ul style="list-style-type: none"> • Build and maintain good working relationships with key contacts to ensure that Cengage is kept up-to-date with market trends and competitor activity. • Maintain a strong, visible and informal network of educational contacts, calling on schools, attending industry conferences etc. • Develop a keen understanding of all competitors; develop an ability to anticipate competitor activity as it pertains to product medium or subject area. 	<ul style="list-style-type: none"> • Market awareness, including competition, product developments and trends in use of digital material • Ability to anticipate future consequences and trends accurately • Ability to make objective, sound, market-informed and data-driven decisions for the good of the overall division 	<ul style="list-style-type: none"> • Market and competition awareness • Networking abilities • Customer-first focus products • Market research conducted and analysed

		<ul style="list-style-type: none"> Carry out thorough market research for each project, including school visits, focus groups and surveys to develop the product strategy for the assigned lists, identifying growth opportunities, performing segmentation, and determining business objectives and to understand market needs. In consultation with the Senior Publisher, conduct and coordinate market research and reviews for projects as required. 	<ul style="list-style-type: none"> Ability to network, put others at ease and build rapport; is sensitive, patient towards others and demonstrates empathy 	
Communication and teamwork	10%	<ul style="list-style-type: none"> Contribute to publishing forums and share market knowledge with publishing colleagues. Communicate effectively with colleagues in other functional areas to ensure on-time delivery of high-quality content and successful, profitable publication of resources. Liaise with editorial, platforms and production colleagues to: <ul style="list-style-type: none"> provide content that meet or exceed agreed requirements and standards for editorial and production work to commence. ensure material is provided for the creation of sample designs well ahead of manuscript delivery. brief colleagues in a clear and full manner to facilitate and speed publication, following the required procedures. attend meetings to provide information in a timely manner and respond promptly to address any publishing problems that emerge during the editorial and production phases. be familiar with Cengage processes for the development of publishing proposals, of content and the implementation of product plans. 	<ul style="list-style-type: none"> Ability to listen and understand publishing aims Contribute to discussion in a friendly, clear manner Excellent communication and presentation skills Ability to network, put others at ease and build rapport Ability to organise detailed and complex information so that others can deal with it effectively Understand colleagues' roles and tailor the communication meets their needs and achieve desired outcomes Ability to work within a team Encourages others to obtain, share, interpret and apply information useful to the business performance 	<ul style="list-style-type: none"> Friendly, transparent, and proactive communication Sharing ideas and learning in a team environment Shows mutual respect for others and acknowledges diverse thoughts and backgrounds Customer-first focus A positive attitude to problem-solving Manuscripts and content meeting set requirements and standards Quality of materials and information provided to designers and editorial Setting the bar higher to achieve the best possible outcome
Liaise with editorial, platforms and production colleagues	10%	<ul style="list-style-type: none"> Provide manuscripts that meet agreed requirements and standards for editorial and production work to commence. 	<ul style="list-style-type: none"> Ability to organise detailed and complex information so that others can deal with it effectively 	<ul style="list-style-type: none"> Manuscripts presented meet agreed requirements

		<ul style="list-style-type: none"> • Ensure sufficient material is provided for sample designs to be created well ahead of manuscript delivery. • Brief editorial, platforms and production colleagues in a clear and full manner to facilitate and speed publication, following the required procedures. • Attend Work-in-Progress meetings to provide information and address any problems that emerge during the editorial and production phases. 	<ul style="list-style-type: none"> • Excellent communication skills • Understand colleagues' roles and tailor the communication to meet their needs and achieve desired outcomes • Ability to problem-solve and manage complex and/or numerous projects to an agreed timeline, thinking ahead and identifying future steps • Ability to anticipate problems and act 	<ul style="list-style-type: none"> • Customer-first focus, putting learning first • A positive attitude to problem-solving, questioning the status quo and willingness to take risks • Prompt meeting attendance and active participation
Collaboration with sales and marketing colleagues	10%	<ul style="list-style-type: none"> • Liaise with and support sales and marketing colleagues to ensure a clear message to the market about the products. • Ensure sales and marketing colleagues are kept reliably informed of any aspects of the product development that will affect what they communicate to the market. • Attend and contribute to professional development workshops for teachers, as appropriate. • Attend and contribute at internal and external sales conferences as required. 	<ul style="list-style-type: none"> • Excellent communication skills • Ability to network, put others at ease and build rapport • Excellent presentation skills • Develops compelling rationales for actions with strong examples 	<ul style="list-style-type: none"> • Customer-first focus and appropriate marketing message • Setting the bar higher to achieve the best possible outcome • Sharing ideas and learning in a team environment, challenging ourselves and others • Meeting and workshop attendance and participation
Continuous Improvement	5%	<ul style="list-style-type: none"> • Supports Continual Improvement processes throughout the entire project including supporting Project Managers during the audit process. • Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. • Keep abreast with the continual change in technology developments and share knowledge with manager and team. 	<ul style="list-style-type: none"> • Problem-solving abilities with keen attention to detail and follow through • A willingness to support and help others • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Continuous improvement and improved efficiency • Self-initiated training and development of knowledge • Demonstrated initiative for issue resolution and new ideas to add value to users

		<ul style="list-style-type: none"> Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. 		<ul style="list-style-type: none"> Participation and contribution of processes improvement projects A positive attitude to problem-solving questioning the status quo and willingness to take risks
Workplace Health and Safety	5%	<ul style="list-style-type: none"> Be aware of duty of care and act in a safe manner. Ensure all company WH&S policies and procedures are adhered to. Be familiar with property security, first aid and fire emergency procedures. Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. Participate in WH&S investigations when required. 	<ul style="list-style-type: none"> Ability to follow policies and procedures Ability to use initiative and take responsibility WH&S aware Analytical and problem-solving abilities 	<ul style="list-style-type: none"> Adherence to WH&S policies and procedures Increased WH&S awareness A positive attitude to WH&S Reduction of number of WH&S incidents

Main contacts:

Internal: Senior publishers, publishers, associate publishers, Managing Editor, senior editors, GPM Creative, production controllers, Sales and Marketing Manager, Secondary, education consultants

External: Authors, teachers, students, curriculum officers

Education / Qualifications / Experience:

Tertiary qualification

Experience in a commercial educational publishing role, preferably in languages

Teaching experience would be an advantage

Fluency in a European language is preferred

Working with children check

Our Ethos:

- Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers
- Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious
- Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable
- Do More Together: We are powered by people with diverse thoughts and backgrounds. We collaborate to create a whole that is stronger than the individual parts.
- Be Candid: We take ownership of everything we do and treat each other with mutual respect. We are transparent because we see problems as opportunities to improve.