

POSITION DESCRIPTION



Name:

Position title: Senior Publisher, Primary

Date: December 2018

Department: Primary Publishing

Reports to: Publishing Manager - Primary

Basic purpose:

The Senior Publisher, Primary develops Primary educational resources and the strategic vision and plans that complement the Primary publishing list for the Australian and New Zealand markets. Execution of these plans, from conceptualisation to delivery of highly valuable products, is required to achieve success and exceed strategic goals for market share, top-line, and profit growth. The Senior Publisher, Primary works closely and collaboratively with colleagues across the organisation in GPM, Marketing and Sales to deliver market-leading resources.

The Senior Publisher, Primary works closely with the Publishing Manager, Primary and plays a strategic role in the development of the overall Primary publishing program, and ensures new publishing supports the commercial product development strategy for the business unit.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Provide strategic vision and plans for the development of new publishing projects in consultation with the Publishing Manager, Primary	25%	<ul style="list-style-type: none"> Develop new publishing projects with the maximum commercial potential, consulting with the Publishing Manager as needed. In consultation with the Publishing Manager, manage a profitable P&L and develop a strategic business plan for assigned portfolio, including making tough choices about investment prioritisation for the good of the overall division. Develop new products based on market requirements and increase the profitability of existing products. Lead development and implementation of a strategic plan for transforming our products to meet changing market needs and resulting in market-share growth. 	<ul style="list-style-type: none"> Knowledge of the Australian and New Zealand Primary educational markets Understanding of current technology and its use in schools Market awareness, including competition, curriculum developments and classroom practice (including trends in use of digital material) Business and financial acumen and sound commercial judgement Ability to network, put others at ease and build rapport Effectively gather, sift and present information from a variety of sources and based on a sound understanding of publishing processes 	<ul style="list-style-type: none"> Quality of planned projects and new products Project's commercial viability Market and competition awareness Customer-first focus, putting learning first Market research Meeting expected financial / publishing targets

		<ul style="list-style-type: none"> Analyse, identify, define, and size market segments and sub-segments associated with the primary market. Carry out thorough market research for the project, including school visits, focus groups and surveys to develop the product strategy for a defined portfolio, identifying growth opportunities, performing segmentation, and determining business objectives. Provide customer-focused proposals that have strong value intentions, meet demonstrated market needs, and provide unique competitive advantage. Develop a keen understanding of all competitors; develop an ability to anticipate competitor activity as it pertains to product medium or subject area. Prepare publishing proposals for the projects, ensuring clear print and digital specifications are provided for costing and scheduling purposes. Keep in touch with the market for the project through a variety of channels. Any other duties as directed by the Publishing Manager. 	<ul style="list-style-type: none"> Excellent written and spoken communication skills Excellence at developing and articulating vision and strategy that meet business goals; outstanding presentation and communication skills Demonstrated strategic agility. Proven record with strategy creation and execution Strong understanding of digital functionality and how content is best utilized to communicate information, etc. Customer-focused; has a track record of creating successful products by determining customer needs and challenges and translating those to product and value story for the market Knowledge of learning design with emphasis on digital learning solutions that address customer workflow and learning challenges Ability to bring winning customer driven solutions to market in an effective and efficient manner that integrate associated dimensions 	<ul style="list-style-type: none"> Actively establish industry relationships and utilises networks to improve knowledge which adds value
Provide leadership for the projects from commissioning through to publication	15%	<ul style="list-style-type: none"> Manage product lifecycle of multiple projects simultaneously within scope and budget. Be familiar with agreed Cengage processes for project development. Manage the team of authors and contributors selected for the project to ensure timely delivery of content. Where required, identify and commission new authors and contributors for the project. Conduct a review of content, appropriate to the project and writing team. Collaborate with the PM Consultant to ensure PM resources comply with the PM philosophy and pedagogy. 	<ul style="list-style-type: none"> Ability to problem-solve and manage complex and/or numerous projects to an agreed timeline, thinking ahead and identifying future steps Project-management skills with the ability to focus on the bottom line providing different strategies to complete tasks and projects. Identifies risks and plans to mitigate them Resourceful in getting things done, articulates a clear direction and eliciting effort from others Good judgement and timely decision-making to prioritise work and effort Ability to follow policies and procedures 	<ul style="list-style-type: none"> Professional approach to delivering content to the standard, on time and within budget Timely delivery of all products and reduction of delays Adherence to Cengage policies and procedures Friendly, transparent, and proactive communication A positive attitude to problem-solving

		<ul style="list-style-type: none"> • Commission and properly brief authors. Provide authors with specifications concerning coverage, content, approach and extent. • Deliver content in a timely manner and ensure content conforms to the original specifications of the publishing proposal. 	<ul style="list-style-type: none"> • Excellent time management skills • Ability to build rapport • Ability to work within a team, inspires others and builds team commitment 	<ul style="list-style-type: none"> • Setting the bar higher to achieve the best possible outcome • Sharing ideas and learning in a team environment, challenging ourselves and others • Author feedback • Minimal communication problems due to effective communication • Quality of content • Controlled project costs • Ability to build rapport and mutual respect
Develop and maintain a three-year frontlist publishing program for Primary	15%	<ul style="list-style-type: none"> • Ensure the publishing plan aligns with market and educational trends by maintaining up to date market knowledge and consulting with the Publishing Manager other key staff in publishing, sales and marketing. • Assess new opportunities and directions for the list and make recommendations at planning and other meetings. • Present plans for Primary resources at planning meetings. • Ensure agreed publishing plans are delivered. 	<ul style="list-style-type: none"> • Broad understanding of curriculum developments and classroom practice • Understanding of the Australian curriculum • Knowledge of the Australian and New Zealand Primary educational markets • Understanding of current technology and its use in schools. • Drive and ability to maintain, oversee and communicate a reliable plan for the list in the agreed format. • Excellent communication and presentation skills • Problem-solving abilities with keen attention to detail and follow through • Excellent negotiation skills 	<ul style="list-style-type: none"> • Confidence in presenting and dealing with groups • New and original ideas • Minimal communication problems due to effective communication • Customer first focus • Publishing plans • Negotiation skills and creating win-win situations with mutual respect
Liaise with editorial, creative and production colleagues	15%	<ul style="list-style-type: none"> • Be familiar with agreed Cengage processes for project development. 	<ul style="list-style-type: none"> • Ability to organise detailed and complex information so that others can deal with it effectively • Excellent communication skills 	<ul style="list-style-type: none"> • Customer-first focus • Meeting deadlines

		<ul style="list-style-type: none"> • Provide content that meet agreed requirements and standards for editorial and production work to commence. • Brief editorial, creative and production colleagues in a clear and full manner to facilitate and speed publication, following the required procedures. • Respond promptly to requests for information and address any publishing problems that emerge during the editorial and production phases. 	<ul style="list-style-type: none"> • Understand colleagues' roles and tailor the communication to meet their needs and achieve desired outcomes 	<ul style="list-style-type: none"> • Friendly, transparent, and proactive communication • A positive attitude to problem-solving • Content meeting set requirements and standards • Materials and information provided to designers and editorial • Meeting attendance and participation
<p>Liaise with and support marketing and sales colleagues to ensure a clear message to the market about the projects</p>	10%	<ul style="list-style-type: none"> • Liaise with the sales and marketing team to ensure successful launch and positioning of products to the marketplace. • Ensure marketing and sales colleagues are kept reliably informed of any aspects of the project development that will affect what they communicate to the market. • Attend and contribute to professional development workshops for teachers when required. • Present at company sales meetings, school visits, and academic conferences in support of sales efforts and to drive sales. 	<ul style="list-style-type: none"> • Excellent communication skills • Ability to network, put others at ease and build rapport • Excellent presentation skills 	<ul style="list-style-type: none"> • Friendly, proactive communication • Setting the bar higher to achieve the best possible outcome • Sharing ideas and learning in a team environment respecting diverse thoughts and backgrounds • Workshop attendance and participation • Embraces Cengage's values, ethos and credo
<p>Export strategy</p>	5%	<ul style="list-style-type: none"> • Assist the Publishing Manager with the strategic planning of export products. • Liaise with the Publishing Manager and General Manager - International in all matters relating to the development of new projects for export markets. • Prepare and present presentations for the General Manager – International when required. 	<ul style="list-style-type: none"> • Business and financial acumen and sound commercial judgement • Knowledge of export educational markets • Presentation skills 	<ul style="list-style-type: none"> • Export products • Effective communication and working relationships with key stakeholders • Quality of presentations and feedback from participants

Communication and teamwork	5%	<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 in a professional manner at all times. 	<ul style="list-style-type: none"> • Ability to listen and understand publishing aims • Contribute to discussion in a friendly, clear manner • Encourages others to obtain, share, interpret and apply information useful to the business performance 	<ul style="list-style-type: none"> • Friendly, proactive communication • Sharing ideas and learning in a team environment challenging ourselves and others • Shows mutual respect for others and acknowledges diverse thoughts and backgrounds • Minimal communication problems due to effective communication • Effective communication and working relationships with key stakeholders
Continuous improvement	5%	<ul style="list-style-type: none"> • Supports continual improvement processes throughout the entire project including supporting colleagues with the audit process when required. • 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. • 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"> • 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 • 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. 	<ul style="list-style-type: none"> • Ability to follow policies and procedures • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Adherence to WH&S policies and procedures • Increased WH&S awareness

		<ul style="list-style-type: none"> • 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"> • WH&S aware • Analytical and problem-solving abilities 	<ul style="list-style-type: none"> • A positive attitude to WH&S • Reduction of number of WH&S incidents
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Direct reports: None

Main contacts:

Internal: Publishing Manager, General Manager – International, Publisher - Primary, Managing Editor, senior editors, editors and Publishing and Editorial Assistant, Creative Manager, Solutions Design Manager, and the Creative team, Team Lead – Production (School/Export), production controllers, Permissions team, Primary National Sales and Marketing Manager, Contract and Copyright Manager, sales consultants

External: Authors, teachers, curriculum officers

Education / Qualifications / Experience:

Appropriate tertiary qualification
 Experience in a commercial educational publishing (commissioning) role
 Teaching experience would be an advantage.
 Victorian Working with Children’s 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.