

Job Description

Job title:	Publisher	Department:	Schools STEM
Reports to (title):	Head of STEM/Senior Publisher	Division:	OEUK
Date:	July 21		

PURPOSE OF THE JOB

To lead on list strategy for a designated area and to draw on market research and in-depth market knowledge to produce market winning proposition in line with the publishing strategy for Education.

To maintain a deep and up-to-date customer understanding in order to anticipate future market needs (short, medium and long term) and drive creativity and innovation to support designated list strategy as well as OEUK growth strategy.

To support OEUK initiatives that will increase revenue, market share and profitability and create new revenue streams.

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

1 Strategy and Market

To maintain an in-depth knowledge of the market, practice in schools and competitor activity at all time in order to identify opportunities and contribute to strategic decisions on designated lists and spearhead new publishing and complementary services that meets market needs and revenue targets.

Support development of strategic initiatives across OEUK

2 Publishing Skills and Best Editorial Practice

Conceive and commission effectively and efficiently projects, lead on the shape and structure of products, and work with sales and marketing to ensure that product structures and objectives are market-oriented and embed competitive advantage. Build author relationships and identify new talent, demonstrate highly effective commissioning skills and expert structural editing skills, nurture best editorial practice, and monitor quality and problem-solve to ensure that products are accurate, appropriate and accessible for the target audience.

3 List Management

Monitor the backlist for the designate subjects/group of subjects to identify areas that require research, updating or further development, and manage and develop these through liaison with sales and marketing. Lead on developing clear and powerful marketing messages to ensure that products continue to have strong market appeal, in order to maximise sales, respond to changing curriculum needs and ensure teacher and learner needs continue to be met.

4 Project Management

Instigate process, schedule and budget improvements, proactively anticipate issues, demonstrate creative problem-solving skills to ensure timely, efficient delivery, on budget, of appropriate quality products to meet the needs of the customer.

5 People Management

Lead cross-functional projects and teams. Build strong relationships with high-profile authors and experts so as to get the best out of them, and develop a strong awareness of the best available editorial talent so as to recruit and manage the best, commissioners and editors, and actively mentor and train them so that they constantly develop their knowledge and skills.

6 Financial Management

Contribute to overhead budgets and lead on project costings for the designate subjects/group of subjects, maximising financial viability, in order to gain publishing meeting approvals. Work with colleagues to maintain awareness of, and to achieve, financial targets and to devise new ways to drive value and improve profitability across the list.

7 Communication and Teamwork

Demonstrate highly effective inter-departmental communication, communicate enthusiasm for projects, call and chair highly effective cross-functional meetings, inspire and catalyse support from other departments, so that teams are motivated and feel a sense of ownership.

KNOWLEDGE AND EXPERIENCE

Essential:

- A creative and innovative mindset
- A clear passion for maths education
- Excellent leadership, management, and influencing skills
- Understanding of learning trends and pedagogy
- A strong background in educational publishing
- A deep understanding of the needs of primary teachers and learners
- A good understanding of the UK's maths curriculum
- A track-record of having successfully implemented complex projects that has driven share and revenue growth whilst remaining profitable
- Experience of managing, developing and motivating editorial teams.
- Excellent presentation and proposal writing skills

Desirable:

- Experience of teaching or curriculum development at primary level

KEY INTERFACES

Internal:

- Head of Department
- Programme Manager and Product Delivery Manager
- Sector Director, Publisher forum
- Commissioning and Editorial reports and teams
- "Magic Triangle" (publishing, sales and marketing teams)
- Rights and International Sales teams
- Digital, Design and Production teams
- Market Research team
- DPM Board

External:

- Heads of department, co-ordinators, teachers, and learners
- Educational consultants, advisers, examiners, business partners, and key figures in UK advisory bodies
- Authors, experts and key influencers in education and schools markets
- Freelance publishers, editors and subject specialists