**Energy Institute job description**

# JOB TITLE:

# DEPARTMENT: REPORTS TO: JOB PURPOSE:

Publishing Manager

Publishing Department

Technical Director

To manage the activities of the Publishing Department, including internal resource, to ensure technical publications are delivered to time, budget and agreed specification.

To oversee the marketing strategy for EI technical and publishing activities and increase sales revenue.

# KEY RESPONSIBILITIES:

1. Oversee the production and delivery of publications to time, budget and agreed specification.
2. Manage (set and monitor) the annual budget to support the publishing programme, provide forecasts, produce monthly reconciliation reports and check and authorise invoices.
3. Oversee and develop 3rd party agreements with suppliers of services to the team.
4. Train, manage and motivate the Publishing team ensuring their objectives are being achieved and professional development is supported.
5. Identify and action business development opportunities to increase sales revenue and expand the publishing portfolio (website and online activities).
6. Oversee the marketing activities for the growing technical and publishing portfolio.
7. Work with Head of Digital Development to progress functionality, aesthetics and architecture of EI publications and committee areas of the EI website.

# Nature and Scope

The primary objective of this role is the effective management of the EI’s Publishing Department. As Publishing Manager, you will be expected to meet your individual key performance indicators and maintain standards and objectives in line with organisational values.

You will support the EI Technical Director by delivering the technical publication programme to time and agreed specification, developing the annual budget and improving the business model.

You will line manage the Publishing Team, monitoring day-do-day workflow, delivering training and ensuring objectives are met. You will ensure that development plans for staff are upheld through appraisals and regular performance reviews.

You will handle enquiries relating to corporate subscribers to content, third party resellers and publishing partners and oversee and develop third party agreements with suppliers.

You will oversee the EI’s marketing and communication activities for EI publishing and thus ensure that EI technical content (codes, guidelines, research documents and standards) are effectively promoted and used as widely as possible by industry.

You will manage, set and monitor the annual budget and ensure that invoices are paid on time. You will be responsible for identifying and pursuing business development opportunities to improve efficiencies and increase sales revenue.

You will be responsible for ensuring that schedules are kept up to date, and will provide support to key internal stakeholders (in particular, the EI Technical Director and EI Technical Team Director) to ensure that their requirements for issuing and promoting EI technical content are met.

You will improve the functionality of the EI publishing website and committee online working areas, monitoring user behavior, identifying trends and reporting issues to the Head of Digital Development.

You will be expected to work across a range of systems, including the EI publishing website, email marketing software (MailChimp), Google Analytics, Oomi, the EI’s distributor sales data systems and PSF to perform these responsibilities.

You will work in accordance with agreed policies, procedures and practice inclusive of Health and Safety at Work requirements and Equal Opportunities.

You will actively participate in appraisals, team meetings, and in meeting your self-development needs.

You will undertake any other duties necessary to this post as delegated by the EI Technical Director.

# Key skills required

Experience of Adobe publishing software, including InDesign, Illustrator and Photoshop

Previous line management experience

Previous budget management experience

Proficient in MS Office software, including Outlook and Excel Excellent written and communication skills

Client liaison experience

Proofreading skills

Ability or experience in using online content management systems

Project management skills

# Desirable

Proficient in use of email marketing software, Google Analytics

Previous marketing experience

­Print management experience

Data management