**Publishing Manager Position Description October 2018**

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| **Position Title:** | Publishing Manager | **Leave per annum:** | Annual: 20 days  Personal/carers leave: 10 days |
| **Reports to:** | Executive Director | **Probation period:** | 6 months |
| **Location:** | Melbourne – Level 1 464 St Kilda Road | **Time Fraction:** | Full-time |
| **Company’s strategic pillars** | Aspire’s Board of Directors sets Aspire’s strategic direction with the assistance of the Company’s management team. The strategic pillars that underpin Aspire’s activities to 2019/20 are:  1. Right resource is released at the right time  2. Aspire is viable sustainable and secure  3. Resource catalogue is viable  4. Mutually beneficial strategic alliances and relationships are sourced and cultivated  5. Aspire is the market leader in its chosen market sectors  6. Staff have skills, knowledge and attitudes required to achieve organisational goals. | | |
| **Publishing Department Overview** | The Publishing Department is responsible for:   1. generation and review of product ideas and concepts, particularly the review of concepts to identify their feasibility 2. product development and testing ensuring consistent product quality 3. maintenance of resources 4. environmental scanning reports, particularly activity of the AISC, ASQA and SSOs 5. creating the Company’s annual publishing plan and budget 6. setting and following resource development benchmarks and standards 7. annual review of product catalogue to consider long-term feasibility of product lines and identify impaired assets 8. maintaining a base of skilled freelance staff 9. managing the publishing budget 10. managing printing and distribution of stock 11. working in collaboration with the sales and marketing team. | | |
| **Summary of Publishing Manager Role** | The Publishing Manager is an exciting role and requires someone who:   * likes working on multiple projects at the one time; * is dynamic and energetic; * will lead by example and doesn’t mind getting their ‘hands dirty’ once in a while; * enjoys creating new product ideas and shaping these into viable products concepts; * can identify and shape opportunities that will benefit the company including products, alliances, new market streams. * thrives both leading and working as a team member; and * values speaking to customers to gather feedback when testing product ideas in the market.   The position’s primary responsibility is to manage the Company’s product catalogue and ensure projects are completed on time, on budget and end products meet agreed objectives. Key areas of responsibility include:   1. Planning: preparation of the Department’s annual resource development schedule and setting the long-term strategic direction of the Company’s resource development plan. 2. Project management: management of all aspects of the Company’s resource development activity 3. Financial management: Preparing annual production budget, project costings and ongoing financial management of department budget 4. HR management of ongoing staff, contractors and freelancers 5. Environmental scanning: to identify and evaluate:  * strategic alliances and/or opportunities; * factors impacting department and/or company performance; and * potential risks.  1. Inventory management: Manage the Company’s printing, warehousing and distribution processes. | | |
| **Key Generic Skills Required:** | Aspire is a small organisation operating in the constantly changing and demanding vocational education sector. To successfully respond to market changes and to take advantage of opportunities as they arise requires all staff be able to adapt to, and thrive in an environment where priorities, projects and work tasks often change.  The following skills are crucial to this role, including the ability to:   * work collaboratively with others, whether part of your department, company work team or personnel external to Aspire * make decisions including ability to explain and justify the criteria decisions are based on * think critically, particularly when evaluating opportunities * manage and support their direct team and others to successfully achieve project/task outcomes * adapt to an environment requiring increasingly high levels of digital literacy. | | |
| **Publishing Manager Key Duties and Responsibilities:** | Resource development:   * manages and schedules the production plan to meet agreed release timelines * ensures currency of VET product catalogue by keeping up to date with training package reviews and updates * with support and input from Aspire staff, drafts new product concepts and product lines * oversees all aspects of resource production including writing, instructional design, editing, formatting, online resource development, quality assurance * documents and streamlines production processes, where feasible, to ensure minimal repurposing of resource components for different media * in consultation with Sales & Marking Manager ensures design principles are consistently applied to a product range including marketing collateral * manages project budget and resource allocation * manages print, warehouse and stock management activities * manages version control and file management processes * manages product testing, review and quality assurance processes.   Strategic Responsibilities:   * assist in setting Company’s strategic direction and strategic pillars * sets the strategic direction of Aspire’s resource development plan * identifies and evaluates potential opportunities, partners and/or projects * works with team to develop department objectives * researches updates and changes to the publishing and training environment to identify opportunities for continuous improvement of operations.   Financial Responsibilities:   * develops annual resource development budget include contractor costs * develops business cases, including ROI (profitability/breakeven points) for new product concepts * monitors department budget and implements financial management controls   HR Management:   * leads and motivates team to create a high achieving team * manages team performance * manages team recruitment and onboarding * implements excellent communication channels to ensure team members are fully informed of purpose, plans, changes, process etc   Continuous Improvement Responsibilities:   * with team, evaluates, monitors, reviews and updates department processes and procedures that lead to more efficient department practices | | |
| **Key Selection Criteria** | 1. A minimum of four years experience managing the development of vocational educational and training resources in a variety of different media. Experience managing development of digital resources and an understanding of learning pedagogy would be an advantage. 2. Demonstrated understanding of the vocational education sector particularly training package structure, RTO standards, ASQA compliance issues, WCAGV2, AQF requirements and assessment methods. Experience in RTO compliance and/or vocational training would be an advantage. 3. Excellent people skills – ability to listen and communicate effectively; ability to motivate and lead a team; highly developed emotional intelligence skills. 4. Demonstrated excellent project management skills including planning, progress monitoring and evaluation, contingency management. 5. Demonstrated experience developing and evaluating new product concepts including developing and testing product prototypes, preparing business cases (including costings, profit analysis and breakeven points). 6. A demonstrated track record in developing accurate budgets and successfully managing financial and other resource allocations. | | |
| **Aspire: Company Overview:** | Aspire Learning Resources is a non-profit organisation specialising in developing and publishing competency-based training and assessment resources for vocational education and training. More recently Aspire commenced development of non accredited resources called ‘microlearning’.  Aspire is committed to excellence, innovation and equity in VET and to facilitate this, has developed the Aspire Foundation whose charter is to assist disadvantaged groups and or individuals access to relevant, high-quality VET and life-long learning.  Aspire consists of three departments:   * Publishing * Sales, Customer Service & Marketing * Business (IT, finance, research, foundation)   Aspire’s Foundation provides funds for projects that provide vocational educational opportunities for the disadvantaged. Past fundees include:   * Sir David Martin Foundation (drug rehabilitation for teenagers) * Kensington Neighbourhood House (forklift training for unemployed) * Onemda (mobile training café). | | |
| **Management team composition:** | This position forms part of the Company’s Management Team comprising the Executive Director, Publishing Manager and Sales & Marketing Manager. | | |