Position Title: Editor and Publications Manager

Department: Education, Content Delivery  
FLSA Status: Exempt

Reports to: Director of Content, Learning and Practice  
Last Reviewed: September 2021

Supervises: N/A

BASIC FUNCTION

Position is responsible for serving as the staff editor for structure, language, etc. for accredited certificate programs, educational offerings, and funded projects. In addition, is responsible for managing the acquisition and development of new or revised publications, developing business plans for all new and revised publications, monitoring revenue/expense activity monthly, monitoring the inventory and sales of products with an outside vendor, and coordinating marketing plans with Marketing Department. Acts as Project Manager for Association’s grant-funded programs. In collaboration with internal stakeholders, identifies and creates project aims, scope of work, needs assessments and all components of a grant submission. Responsible for development of grant and corporate sponsorship proposals/applications in areas of practice, scientific research, medical education, and resources to achieve ADCES’s mission. Assists with compliance measures and reporting responsibilities to grantor(s).

ESSENTIAL DUTIES AND RESPONSIBILITIES

Editor/Publications Project Management Responsibilities

- Serves as Project Manager in the development and execution of Association’s Medical Education programs.
- Serves as scientific staff liaison to internal corporate development efforts.
- Needs Analysis and Business Planning: Continuously monitor sales performance and customer satisfaction; analyze trends in diabetes care and education to determine whether updated editions or replacement products of new products are needed to meet the current needs of customers.
- Participate in short-term and long-term business planning for the content delivery area.
- Acquisitions (Author Recruitment and Proposal Development): Establish the content and scope of, and the market for every proposed publication and incorporate that information into a detailed product proposal. Identify authors who have the expertise needed to write authoritative publications on the proposed products and who understand the needs of the potential users of the products.
- Proposal Review and Cost Benefit Analysis: Identify content experts and potential product users to review project proposal. If reviews indicate a need for the product, estimate potential revenues as well as the amount of internal and external resources needed to complete each project to determine potential profitability.
• Contract Negotiations and Execution: Negotiate project schedules with authors to encourage on-time performance; explain the terms in the ADCES standard contract to authors, including royalties and other compensation, transfer of copyright, and potential problems with plagiarism. Coordinate proposed schedule with other department projects, have all publications contract reviewed in draft form before sending them to COO and authors for signature.

• Manuscript Development: Perform or manage the organizational content development of first-draft and revised manuscripts; coordinate technical review of publication manuscripts; determine the editorial and manufacturing requirements for new and revised publications; ensure that final manuscripts are complete, and meet project specifications before they are turned over for production and manufacturing.

• Coordination with Production and Manufacturing: Provide accurate information pertaining to the design and production specifications for new and revised publications; prepare complete final manuscript for editing, typesetting, and printing; review copyedited manuscripts, page proofs, and printer's proofs for accuracy and quality.

• Documentation of Project Status: Maintain regular contact with authors, reviewers, and other professionals engaged in the development of new and revised publications. Update status reports, master publications and schedules as projects progress through development.

• Manage the ADCES booth and product acquisition for ADCES Virtual Bookstore at Annual Meeting (AM): research most current and up-to-date products from other publishers. Solicit new products and publications from ADCES members, current AM speakers, and AM exhibitors and obtain samples for review in selecting final items for AM Bookstore. Order product, establish retail prices with companies or entrepreneurs and return unsold product at the conclusion of meeting. Reconcile financial records, request payment for consigned products, and develop final report of sales.

• Inventory: Monitor inventory of all ADCES products housed with outside fulfillment company. Recommend point of reprinting, restocking, or retiring product as appropriate. Acts as direct liaison to fulfillment company.

• Provides product and product audience information to Marketing Department for development of effective marketing plan to advertise new product line. Will use combination of direct mail, association periodicals, email, and website based upon market and targeted audiences.

• Serve as back-up support for Distance Learning: Maintain facility to manage online activities in LMS and manage live webinar tool. Provide support for customer calls and emails regarding online activities on as needed basis.

Proposal/Grant Writer Responsibilities

• Identifies grant/sponsorship opportunities that align with ADCES’s mission, vision and strategic initiatives.

• Works collaboratively across departments to develop high quality grant and corporate sponsorship proposals/applications for programs, products, and approaches, to advance ADCES’s educational, practice and research activities.

• Serves as the project manager for all grant-funded programs; insuring projects are executed as funded, and that periodic progress and reconciliation reports are prepared and submitted on timely basis.

• Upon receipt of aggregated CE outcomes data, is responsible for quality review and submission of the data to the funding agency.

• Interfaces with ADCES staff to assist in the preparation of research plans and budgets as part of the grant development process. Prepares and distributes progress reports on all grant activity.

• When requested, provides support to the Coordinating Bodies (CB's) and Local Networking Groups (LNG's), guiding them through the grant submission process and insuring timely submission or reconciliation reports.
Financial Responsibilities

- Resolves customer complaints and answers product questions.
- Develops and maintains tracking system for product sales.
- Reviews and codes product/service-related bills for approval and payment. Maintains appropriate budget records for unit use.
- Develops unit budgets related to products.

KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent organizational skills
- Effective time management skills with ability to multi-task
- Professional communication skills
- Advanced writing skills
- Advanced editorial skills
- Familiarity with online course development and management, webcasting technologies, website development and management
- Ability to work independently, as well as a part of a team
- Ability to manage both short term and long-range projects and goals
- Must possess budget and financial aptitude
- Computer proficiency in Word, Excel, Access, Power Point, and iMIS
- Experience with contract development and negotiation preferred

EXPERIENCE/EDUCATION

- Bachelor’s degree required, preferably with concentration in applicable field such as communications, marketing, or business administration.
- 3-5 years of proposal writing, editorial experience, knowledge of book publishing for professional audience with understanding of book publishing economics.
- Experience in project management, developing product concepts and manuscripts, with understanding of revenue and expense budgeting for book publishing.
- Previous experience in a healthcare, educational, association, or a non-profit environment preferred.

PHYSICAL DEMANDS
Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile, and prepare work documents, set-up and maintain work files. Occasional day and overnight travel by air and/or automobile may be required, and occasional international travel may be a possibility.

WORKING CONDITIONS
Majority of work performed in a general office environment. Position requires availability for extended hours plus non-traditional hours required to perform job duties. Also requires participation and attendance at organization sponsored events and meetings across the country.