

PUBWEST

Huenefeld-PubWest Survey of Financial Operations Publishing Employee Position Descriptions

SENIOR MANAGERS

Publisher/Chief Executive Officer/General Manager

This is the one person responsible for the entire house. This position may also be called President, Director, or Managing Director. This person typically reports to a board or owners of the house.

Associate Publisher

This is the number two person in the house who is responsible for the house in the absence of the Publisher. This person may have general administrative and problem-solving duties, and additionally serve as head of the department. This position may also be called Chief Operating Officer, Associate Director, or Executive Vice President. This person reports to the Publisher.

ADMINISTRATION

Business Manager/Finance Manager/Chief Financial Officer

Oversees and directs all business aspects of the house, specifically budgeting and financial analysis. This person usually reports to the Publisher.

Accounts Receivable Specialist

Responsible for implementation of credit and collection policy. Performs application of cash and credit/debit memos, and preparation of month-end reports and reconciliation. This person usually reports to the Business Manager.

Accounts Payable Clerk

Prepares and posts Accounts Payable vouchers, processes and mails checks, reconciles accounts with vendors, and maintains A/P filing. May be involved with compiling month-end reports and inventory management. This person usually reports to the Business Manager.

MIS Administrator

This person is the network administrator responsible for the house computer system, which may include acquisition of hardware and software, troubleshooting, and maintenance. This person may report to the Publisher or Business Manager.

Warehouse Manager

Performs and/or supervises all functions involved in picking, packing, and shipping books and other materials, including receiving, inventory, and traffic activities. This position is also called Shipping Supervisor. This person reports to the Publisher or Business Manager.

Rights Manager

Responsible for the sale of all subsidiary rights. This person often reports to the Publisher but may report to the Editor-in-Chief.

Office Assistant/Receptionist

Answers phones, greets visitors, opens mail, does filing and general clerical support, this position may also be called Secretary. This person reports to the Business Manager.

Warehouse Clerk

Performs assigned functions involved in picking, packing, and shipping books and other materials, including receiving, inventory, and traffic activities. This person reports to the Warehouse Manager.

EDITORIAL

Editor-in-Chief

The top editorial person, who is responsible for the entire editorial operation from acquisitions to transmittal of complete manuscripts to production. This position may also be called Editorial Director, Editorial & Acquisitions Manager, and Editorial Production Director. There are sometimes separate Acquisitions and Editorial Production Departments, so this person may manage one or both of these departments. This person reports to the Publisher.

Acquisitions Editor

Acquires and develops manuscripts in all product lines or specific areas of focus for the house. Coordinates with both Marketing and Production. This position may be called Developmental Editor. This person reports to the Editor-in-Chief.

Managing Editor

Manages and oversees list throughout the editorial and pre-press processes, including the scheduling, trafficking, and coordination of all projects. This person reports to the Editor-in-Chief.

Copy Editor/Project Editor

Copyedits and proofreads manuscripts, codes manuscripts and hires freelancers for editing and proofreading. This person reports to the Managing Editor or the Editor-in-Chief.

Editorial Assistant

Assists in all Editorial Department functions, provides liaison assistance with authors and freelancers. Coordinates with production department on all projects. Cross trains in all functions of the editorial department. May report to any editor.

PRODUCTION

Production Manager

Responsible for book production scheduling and budgeting, from edited manuscripts to bound books, including text coding, design, illustration, typesetting, bidding, and overseeing and managing printing. Note that there may be an overlap of responsibilities between Editorial and Production functions. This function may also be called Production Director, Prepress Manager, or Director of Editorial Production. This person reports to the Publisher.

Art Director

Directs the design and technical production of all graphic elements and materials, including text design and layout, maps, illustrations and photograph selection and preparation, via both internal and external sources. Includes monitoring budgets and trafficking materials between authors, suppliers, and in-house personnel. This person reports to the Production Manager.

Desktop & Layout Specialist

A computer input person who may have significant interior design responsibilities. This person reports to the Production Manager.

Production Assistant

Assists in all production department functions. Works as liaison with the editorial and marketing departments. Cross trains in all functions of the Production Department. This position may be called Pre-Press Assistant. This person reports to the Production Manager.

MARKETING & SALES

Director of Sales & Marketing

Responsible for managing and evaluating all marketing and sales functions of the house. This position may also be called Director of Sales or Director of Marketing if marketing and sales are separate departments. This person reports to the Publisher.

Marketing Manager

Responsible for coordinating all aspects of the marketing process for the entire list including planning, advertising, publicity, promotion, catalog, and trade shows. This person reports to the Director of Sales & Marketing or the Director of Marketing.

Sales Manager

Responsible for coordinating all aspects of the sales process for the entire list including sales conference, coordination with distributors, management of House Reps, management of Commission Reps, management of Telemarketing Sales Reps, and personal calls on key and house accounts. This person reports to the Director of Sales & Marketing or the Director of Sales.

Promotion/Publicity Specialist

Coordinates ongoing media publicity program that includes press releases, review copies, galleys, and cover blurbs, for all frontlist and backlist titles, as well as the house itself. Sets up author appearances, schedules, and tours. Reports to Marketing Manager.

Webmaster

Builds or directs creation of site architecture, designs the Web site, and is in charge of updates, improvements, and troubleshooting on the Web site. This person works with sales, marketing, publicity, and customer service, and reports to the Marketing Manager or the Director of Sales & Marketing.

Marketing & Sales Assistant

Assists in all marketing and/or sales functions as assigned. Provides liaison with authors and key accounts. Coordinates with production department on all projects. Cross trains in all functions of the Marketing Department. This person reports to the Director of Sales & Marketing, the Marketing Manager, or the Sales Manager.

Customer Service Rep

Responsible for all activities relating to filling orders from customers that include order entry, order research, and processing computerized invoices. This position may also be called Fulfillment Manager. This person reports to the Customer Service Manager or the Business Manager, but may report to the Director of Sales & Marketing.