

## Publications Manager – July 2017

**Role: Publications Manager**

**Band: D**

**Team: Levy Payer Communications**

**Reports to: Head of Marcomms**

**Band Descriptor:** Senior specialist roles that are qualified in their field/s of expertise or qualified by evidenced experience. These roles will be able to contribute and input into new policies/ approaches or design its content. They will be expected to resolve issues and provide solutions. These roles require supervisory/team leader responsibilities.

**Contribution to Corporate Business Plan:** Contributing and developing

**Role Purpose:** To be responsible for the effective execution of elements of a sector/AHDB communication business plan

**Key Responsibilities (please note this is not a list of each and every activity associated with these responsibilities):**

- Support the delivery of defined areas of sectors' communications plans including monitoring KPI performance
- Develop and deliver a programme of AHDB publications in conjunction with colleagues in teams and sectors across AHDB.
- Contribute to reviews of specific publications and recommend actions to enhance effectiveness where appropriate.
- Manage budgets for publications and proof reading
- Manage relationships with in-house design and creative teams
- Establish and maintain contact with the industry through participation in meetings/events/open days as required.
- Contributes to actions that foster a collaborative culture within the team and the AHDB corporate vision.
- Develop and maintain relationships with internal and external stakeholders (where appropriate)
- Provide technical and tactical leadership for designated areas/audiences/topics.
- May have line management/mentoring responsibility

**Job Specific Activity (not a definitive list):**

- Contribute to the effective and efficient procurement of suppliers and establishment of supplier frameworks for design
- In conjunction with the design team, contribute to the establishment of a common 'look and feel' to AHDB publications in conjunction with the AHDB Style and Brand Guidelines.
- Manage content for printed publications for all sectors through the design and print process, liaising with other teams where appropriate
- Work with other team members to ensure appropriate stocks of printed publications are maintained at AHDB's fulfilment house.
- Ensure brand integrity across all AHDB publications

**Delegated Authority:**

- Budgetary responsibility in line with AHDB Standing Instructions

**Person Specification – Knowledge/Skills/Experience (dependent on specific role)**

- Knowledgeable/qualified in communications sector, including evidence of practical experience
- May have relevant professional qualification in communications e.g CIPR, CIM, PRCA
- Understanding of customer service ethos
- Proof reading and understanding of print and design principles
- Excellent writing skills
- Excellent project management skills

	Area of Expertise	Level Required
1	Influencing & Negotiating	3
2	Creating & Inspiring Commitment	3
3	Planning & Organising	3
4	Project Management	3
5	Written Communications	3
6	Quality Ownership	3

	Area of Expertise	Level Required
1	Inspiring, nurturing and developing our talent	4
2	Focussed on the bigger picture and providing clarity of purpose	4
3	Leading excellent operational performance with a focus on outcomes	4
4	Creating an environment that encourages innovation, is outward looking, develops partnerships and manages effectively	4
5	Operating with openness, pace and passion	4
6	Building high performing teams – having the impact, influence and resilience to consistently motivate others to follow	4

Version	Date	Author	Description
1.0	May 2016	R Laverick	Original
2.0	June 2017	HR	Amended AOE
3.0	July 2018	Jim Davies	Amended