

## **University Press Director Summary of Work Activities and Responsibilities**

Under the supervision of the University President, the University Press Director actively represents and promotes the interests of the office within and outside the university, especially in the publishing industry. S/he is responsible for establishing the vision/ mission of the Press (\*Refer to AUP V/M) in relation to the entire University vision/mission and carries out said strategic vision for all University Press work and functions, and leads and manages the publishing endeavor, including editorial direction, business planning and development, production, distribution, sales, marketing, and liaison with all stakeholders.

### **DIRECTOR**

#### **Main Duties and Responsibilities**

##### **A. Strategic Planning**

1. Studies and analyzes industry trends, innovates, and sets new ones.
2. Establishes long-range plans with regards to:
  - publishing programs (scholarly, academic and literary)
  - textbook development and publication
  - electronic initiatives
  - co-publishing ventures
3. Formulates strategies for market and distribution network development.
4. Represents the University Press in industry-related projects and programs that push forward books and readership, literacy and education in the country. This involves working with both government and private organizations which share this vision.

##### **B. Implementation of Publishing Programs - through supervision of personnel concerned:**

1. Solicits manuscripts and commissions development of needed books (to fill in gaps) our society requires to grow and improve our quality of life.
2. Pre-screens manuscript submissions for presentation to Editorial Board.
3. Maintains and grows a reliable pool of experts in diverse fields to serve as peer reviewers of submissions to the Press.
4. Networks and Coordinates (together with the Head of Editorial and Production) with authors, editorial consultant/s if necessary, editors, designers, and other professionals involved in making books.
5. Ensures high quality standards in turning manuscripts into books and does final check for content and style, look and design, and production quality.
6. Discusses and approves yearly schedule of releases as prepared/proposed by Head of Editorial and Production and ensures all publication projects follow the yearly program.

7. Supervises and Coordinates activities in essential areas of production (e.g. layout, book design, artwork, price quotations. quality of paper, printing, binding, time schedules, delivery dates).

#### C. Budget Planning

1. Plans (With Head of Business & Operations) and implements the yearly budget for the office.
2. Ensures financial viability of publishing programs.
3. Supervises financial reports in coordination with the Office of the Vice President for Finance and Treasurer.

#### D. Editorial

Supervises review, editorial (pre-press) production, publication, book promotion and distribution plans for every book. In detail:

1. Reads and pre-screens, in consultation with the Editorial Board Chair or selected members, which submissions should move forward to peer review.
2. Invites, assigns, and write reviewers for all the submissions.
3. Decides on conflicts in assessment of submissions and recommends to the Editorial Board courses of action.
4. Writes authors acceptance letters which include suggestions for revision based on readers' comments.
5. Discusses contract terms with authors toward signing one between ADMU Press.
6. Decides with Authors and Editorial the design and production specs for every book: format or size, look, paper for cover and inside, color, and binding.
7. Checks on production flow and resolves disagreements with authors that may come up along the way.
8. Checks and makes sure payments of service providers like readers/reviewers, editors, copyreaders, designers, indexers are efficiently released on time so as to maintain good relations with them.
9. Decides with Editorial and Marketing on print quantity.
10. Approves printing quotation, pricing, and discount.
11. Approved reprinting of saleable out-of-print titles.

#### E. Marketing

1. Develops, explores, and approves marketing plans on all possible platforms for both the press as an institution and for individual titles. Works closely with the Head of Marketing.

2. Supervises and approves the preparation and publication in both traditional and new media press releases, reviews, book launches,
3. Approves participation in book fairs, both local and international, together with the Marketing Head.
4. Approves and explores possible partnerships and co-publication book projects that provide grants and funding.
5. Develops and maintains an active network of local and international contacts, especially in the industry, with a view to sell reprint or translation rights for our titles.

F. Performs other related tasks as may be assigned by the President.

Knowledge, Skills, and Abilities:

- Knowledge of all aspects of academic book publishing: editorial, finance, production, marketing and distribution, and backend operations
- Knowledge of current trends in the publication, dissemination, and promotion of academic and scholarly work
- Creative, critical, and innovative thinking with demonstrated ability to multitask and display professionalism under pressure
- Ability to manage and motivate a team and to establish and maintain productive working relationships with authors, scholars, reviewers, dealers, library jobbers, and colleagues, and the other units of the University
- Excellent responsive and effective communication and interpersonal skills

Education and Experience Requirements:

- Bachelor's degree; post-graduate degree is an advantage
- At least 10-year experience in scholarly or trade publishing
- Experience in managing a press office, with a proven record of responsive effective communication, staff supervision, and budget expertise, as well as sound judgment in editorial, marketing, fundraising, and sales matters

Direct reports

- Dept/Section Heads (4)
- Office Staff (8)

### **Ateneo de Manila University Press Vision and Mission**

#### VISION

The Ateneo de Manila University Press is the supreme expression of the University's mission

to contribute to nation building. Through the crafting and production of both academic and scholarly, literary as well as non-literary works, and textbooks, ADMU Press creates a forum for great and original ideas and new knowledge that weigh on life and living in our country the Philippines.

#### MISSION

With the strong conviction that our authors can fully articulate, whether in an academic or creative manner, their varying interests in diverse disciplines of learning, we publish their books and put them front and center of the public eye, so that they may generate intellectual excitement and advancement within and beyond the university, and thereby help grow a critical mass of thinkers and believers who will raise the quality of life of every Filipino.