

# Careers in Journals Publishing

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### **1. Introduction**

The pages which follow are intended primarily for those who are making career decisions or who are just about to embark on a career. Some of the information may be useful also for those already involved in publishing who want to develop their career further.

### **2. Why choose a career in journals publishing?**

Journals exist to disseminate new research findings and the latest new thinking to scholarly and professional communities worldwide. They are concerned with the very latest advances in knowledge, scholarship and professional practice. At the same time, journals publishing is a business, subject to commercial disciplines, and aiming to make a profit. A career in journals publishing, therefore, offers involvement in both the world of business and the world of scholarship.

In particular, devoting your working life to journals publishing is likely to bring you:

- involvement in the commercial disciplines of serving customer needs, assessing demand, improving products, growing sales, fixing prices, containing costs and making profits - even journals published for non-profit organisations are run on commercial lines
- contact with leading figures in scholarly and professional communities and with those who are advancing knowledge, scholarship and professional practice
- a career in an international arena, as most, but not all, journals publish work from, and for, worldwide communities
- involvement with, and the chance to contribute further to, the application of new information and communication technologies - most journals are now published, and promoted, electronically, and scholarly and professional journals have been, and are likely to continue to be, early adopters and users of new technologies.

There are literally thousands of scholarly and professional journals - *Ulrich's International Periodicals Directory*, which includes journals published in all languages, lists around 157,000 journals. They cover every conceivable subject, ranging from *Abdominal Imaging* to *Zoophysiology*. They are published by thousands of publishers - some of them very small, publishing perhaps just one or two journals; some of them connected to scholarly societies or professional bodies and institutes; others very large business corporations, some of which publish several hundred journals.

Journals are different in their nature from books. Books tend to cover an entire subject, survey all other work on the subject and present a rounded, finished, complete picture. Journal articles tend to present the latest bulletins on work which is continuing and which is not yet, and may never be, complete. This difference in emphasis, which should not be overstated, brings to those involved in journals, more than to those involved in books, a sense of participation in an unfolding journey of discovery, of being present as new discoveries are made, a step at a time. Also, a journal's lifetime is, of course, theoretically infinite - journals continue and develop year after year, rather than being published and done with until the next edition, as is often the case with books.

Journals are particularly important in scientific, technical and medical subjects. In these subjects, which are of course very much concerned with new discoveries, the journal article is the primary vehicle for publishing new work. Journals are important too in the humanities and social sciences, though in these areas books are relatively more important than they are in the sciences.

A career in journals publishing therefore may offer you the opportunity to stay in touch with your own subject, particularly if your subject is scientific, technical or medical. It is more likely, however, that you will be broadened, as most people in journals publishing deal with a range of journals in a number of different subject areas, and extended, through publishing and business activity, beyond the world of scholarship and research.

Journals publishing is not just about producing and marketing a product - it's also

about serving a community and about helping develop a focus for a community. The community consists of readers, authors and academic editors - who are often the same people - and also involves others who contribute to the information chain, including librarians, subscription agents and other intermediaries.

Throughout its theoretically infinite lifetime a journal continues to develop. You can for example add a new editorial feature, redirect the editorial focus or change a cover design. The response time to such changes and improvements is relatively short - you can see the impact on both subscriptions and submissions, and indeed on financial results, in a relatively short time.

A career in journals publishing is demanding and challenging, worthwhile and serious, rewarding and fun:

- *demanding and challenging*: a very wide range of skills is required across the activity as a whole - some subject knowledge, editorial judgement, knowledge of new technologies, persuasive copywriting, salesmanship, people management and influencing skills, commercial and money-making skills
- *worthwhile and serious*: the activity - disseminating new research findings and the latest new thinking to scholarly and professional communities worldwide - is without doubt an important one, most definitely helping make the world a better place
- *rewarding and fun*: besides being intrinsically rewarding, journals publishing brings involvement with people, the excitement of new advances and travel. Financial rewards are not as high as those in, say, banking and finance, but are adequate, and tend to mirror, and be slightly ahead of, financial rewards in the academic world.

People in journals publishing tend to get hooked. They respond to the challenges, work hard, make worthwhile and serious contributions to the world - and have fun!

### **3. Journals publishing jobs**

This chapter is divided into three sections:

3.1: a broad description of the different departments within a publishing house

3.2: brief descriptions of the requirements in a variety of positions within each department

3.3: interviews with publishing staff describing how they got into their current jobs, and what they do each day.

### **3.1 Departments within a publishing house**

In a mid-to-large publishing house there are the following departments:

- Editorial
- Production
- Marketing and Sales
- Customer Services
- Warehouse
- Other Departments, including Accounts and Administration

Broadly, their areas of responsibility are as follows:

#### ***Editorial***

The management of the journals: that is, evaluating the requirement for a journal, the development of its content, and the right subject focus. Ensuring a satisfactory flow of papers. Setting up and liaising with a board of external editors and making sure the journal meets its financial objectives.

*Example jobs:* An Editorial Director/Manager (also called 'Publishing Director' or 'Journals Director' - in some companies a Journals Director may be in charge of all staff who work on journals, in all functional departments)  
Senior Publishing Editors (or 'Managing Editors' or 'Publishers')  
Junior Publishing Editors  
Secretarial/Administrative staff

#### ***Production***

The production of the journals from the accepted manuscripts from authors, to delivery of the journal either in printed or electronic form.

*Example jobs:* A Production Director/Manager  
Senior Production Editors or Controllers  
Junior Production Editors or Controllers  
Desk Editors (these are frequently freelance positions)  
Secretarial/Administrative staff

#### ***Marketing and Sales***

Marketing covers the movement of products from the producer to the customer, including involvement in the development of new products, the design of brand/packaging, promotion and assessment of sales. Sales involves selling the products in both print and electronic formats both to existing customers and to new customers, and includes at this critical time, when the marketplace is rapidly changing, crucial tasks such as negotiating with intermediaries and consortia, site licensing, decisions on pricing and new business models, and so on.

*Example jobs:* A Marketing and/or Sales Director/Manager  
Sales Manager (Electronic Products)  
Product Managers (senior and junior)  
Design and print buying staff  
Secretarial/Administrative staff

### ***Customer Service***

The servicing of the orders from customers (including subscribers, librarians and agents).

*Example jobs:* Customer Service Manager/Subscriptions Manager  
Other customer services staff (senior and junior)

### ***Warehouse***

The delivery of the journals to the subscribers and the management of stock.

*Example jobs:* A warehouse manager  
Stock controllers  
General warehouse staff (senior and junior)

### ***Other Departments***

As in other areas of business, there is a need for financial and administrative staff to ensure that the company works efficiently. Therefore in most publishing companies you will find accountants, personnel, payroll, receptionists, secretaries, office managers, etc. etc. These are all careers in their own right, and information about them can be found elsewhere.

## **3.2 Job descriptions**

Job descriptions vary from company to company, depending on each company's area of publishing, its size and its structure. This makes it hard to give absolute descriptions of particular positions. What follows provides a flavour of the type of jobs available, and approximations for the salaries (at 2000 levels) that can be expected in each area.

### ***Editorial***

*Editorial Director (also called Publishing Director, Journals Director)*

Salary: Varies considerably depending on the type of company.

Responsibility: For the overall development of the journals publishing programme, ultimately for the success or failure of the publications.

Notes: There are instances where this position is merged with that of the Sales and Marketing Director.

General requirements: Education to degree level, plus experience in the publishing business. The ability to 'see the big picture'.

*Publishing Editor*

Salary: Between c.£15k-30k

Responsibility: For working with the journal editor and editorial board to ensure that the journal develops with the needs of the readers. For financial planning and analysis of the sustainability of the journal. For launching new journals, and new products from the existing journals (e.g. electronic journals).

Notes: This position may not exist in some companies; in others it may be

amalgamated with marketing positions, or with other areas of publishing such as books. The scope of responsibility varies enormously, and the salary would reflect this.

General requirements: Education to degree level, plus a good understanding of the subject area and of the needs of the journal community. Good communication skills and the ability to negotiate with external contacts such as senior academics. Business acumen.

### ***Production***

#### *Production Manager/Director:*

Salary: Varies considerably depending on the type of company.

Responsibility: For negotiating contracts with external suppliers, for determining production procedures and strategies, for setting quality standards and planning to accommodate new technological advances in production. Also responsible for managing the production budget.

Note: The level of responsibility varies enormously with each company. There has been a general trend to downgrade these positions to a 'top-end Production Editor', but this is being reversed with the increasing demands of electronic publishing, and the need for a wider range of knowledge.

General requirements: A sound knowledge of production (all aspects from editorial, typesetting, printing, paper), experience relevant to the job, and a good understanding of IT and the opportunities offered. Relevant qualifications also useful.

#### *Production Editor*

Salary: Between £14k-£20k

Responsibility: For ensuring that manuscripts are processed efficiently by the desk editors and typesetters, and that issues are published on time, and to the right quality standard.

Note: These positions vary considerably in the amount of experience required, and level of responsibility, and salaries vary to reflect this. In some situations the work is very restricted, and the position can be more administrative, whereas in other cases the position holds a great deal of responsibility, and is not supervised to any great extent. The position may look after only one journal, or several.

General requirements: depending on the level of responsibility, good attention to detail, the ability to communicate well, to negotiate with other parts of the production chain, and a high level of administrative skill. Relevant qualifications also useful

#### *Desk Editor*

Salary: Between £14k-£18k

Responsibility: For subediting manuscripts from authors (reading for consistency, journal style, accuracy), and then proofreading typesetter proofs (reading for accuracy of setting, for setting in correct journal style).

Note: These positions are increasingly being converted into freelance positions – working for a publisher on an agreed hourly/weekly rate, with limited job security. Frequently more than one desk editor would work on a large journal.

General requirements: A relevant degree is usually required, as are a good eye for detail and a neat and methodical working manner.

### ***Marketing and Sales***

#### ***Marketing/Sales Director/Manager***

Salary: Extremely variable depending on the company.

Responsibility: For dealing with intermediaries and, increasingly, major customers (e.g. consortia); analysing sales data and trends; advising on pricing; advising on development in new areas of business and on saleability of new products; managing the operation of the marketing and sales departments.

Notes: Depending on the size of company this position may be extremely senior, or may be merged with the job of Product Manager.

General requirements: Either qualifications and/or relevant experience in marketing/sales positions. Ability to analyse sales data and to anticipate trends.

#### ***Sales Manager (Electronic Products)***

Salary: Between c. £27k and £35k base plus commission.

Responsibility: Selling the electronic products and services to the publisher's academic and corporate customers in a given sales territory. Responsible for meeting sales team's targets for territory as set by Sales Director. Maintaining relationships with key customers, and managing these accounts after the initial sales have taken place. Gather intelligence on market trends and competitor strategy and report information back.

General requirements: Either qualifications and/or relevant experience in marketing/sales positions. Good negotiating skills. Ability to analyse sales data and to anticipate trends.

#### ***Product Manager***

Salary: Between c.£15k-£24k

Responsibility: For proposing and implementing promotional plans for journals (and other products as required), usually within a specific subject area or product type. For managing marketing budgets, attending conferences, travelling to meet customers as required. Selling and buying advertising space.

Notes: The level of responsibility covered by this position varies with each company, and the job may be purely administrative, or the Product Manager may be entirely responsible for setting and managing promotional plans and budgets.

General requirements: Education to degree level. Knowledge of the market, good awareness of customer requirements, able to analyse and plan. Copywriting and communication skills.

#### ***Promotion Manager***

Salary: Between c.£14k-£18k

Responsibility: For ensuring that brochures, adverts, mailshots are all produced on time; for some design work and dealing with external or internal designers; for dealing with printers and distributors.

Notes: This job is frequently amalgamated with that of Product Manager.

General requirements: depending on the design requirement, a good eye for design, or a relevant qualification. Good communicator in order to deal with suppliers and ensure dates are met.

#### ***Customer Services / Subscriptions***

Salary: Between c.£10k-£16k



Responsibility: For dealing with journal orders and fulfilment. For raising and crediting invoices.

Notes: The area of customer services is frequently underrated within the publishing industry, but is the front-line between the publishers and the customers.

General requirements: Education is less important in this area. However excellent communication skills, especially in dealing with customers (including subscribers, librarians and agents), are required.

### ***Warehouse***

Salary: Between c.£8k-£18k

Responsibility: For stock control of journals (and other products held in the warehouse), for ensuring that journals are despatched on time and correctly. Senior warehouse positions would also determine the method of despatch and manage the delivery costs including negotiation with external carriers, and overseas agents.

Notes: Increasingly, publishers are not operating their own warehouse, but using a separate company that operates a complete warehouse service on behalf of several publishers.

General requirements: Education is less important in this area than in others within the publishing industry, but good organizational skills and communication are required.

## **3.3 Interviews**

### **THE SENIOR PUBLISHING EDITOR**

**1. How long have you worked in this position?**

One year.

**2. How did you get here (education/training/first job/subsequent jobs/etc.)**

BSc. In Biological Sciences: first job as Production Editor with a large commercial journals publisher (on-the-job training given), worked on biology/biochemistry journals so degree was relevant; after three years promoted to 'Deputy Supervisor' in 'Tetrahedron a separate section of the company that produced camera-ready chemistry journals; two years later moved to Editorial Department to become Publishing Editor on biology journals; three years later, moved to a not-for-profit publisher as Publishing Editor; six months later, promoted to Senior Publishing Editor with management responsibility for one Publishing Editor.

**3. What is your main area of responsibility?**

Two main areas are as important as each other: (1) the management of a list of existing serial products (print and Internet) in the area of plant sciences and natural resources; (2) the commissioning and acquisition of new serial products (print and Internet) in the area of plant sciences and natural resources.

**4. What are your main in-house contacts?**

Other Publishing Editors/Publisher/ Publishing Director in my department; Product Managers and Director of Sales and Marketing in Marketing Department; Production Controllers and Production Manager; Project Managers and Director in Product Development Unit; Editorial staff from Information Division; Commercial Director and staff from Publishing Finance Group; IT staff.

**5. What are your main external contacts?**

Journal Editors and Editorial Board members; Learned Society contacts; collaborators and publishing partners; peers in other publishing companies.

- 6. Do you have any staff management responsibility?**  
Yes, for one Publishing Editor.
- 7. What area of journal publishing do you have most impact on?**  
On developing the product portfolio in my subject area.
- 8. Assuming that 'no two days are the same', what have you done today?**  
Opened and actioned Emails; worked on a licence agreement that needs to go out soon; drafted a letter asking for sponsorship for a journal supplement; worked on a letter of agreement for us to affiliate a journal to a newly formed society; answered some questions arising from a new agreement for us to publish a society's journal next year. (Note that this is a particularly boring day when my life is dominated by agreements/contracts! Days are usually broken up with various meetings, and business trips within the UK and abroad make up a significant part of this job.)
- 9. What is the most important decision that you have made?**  
Appointing a member of staff.
- 10. What is the most boring part of your job?**  
Dealing with contracts/agreements!
- 11. Where do you go from here?**  
There should also be plenty of opportunities within other publishing companies to move sideways or up from my current position.

## **THE PRODUCTION MANAGER**

- 1. How long have you worked in this position?**  
About 5 years.
- 2. How did you get here (education/training/first job/subsequent jobs/etc.)**  
I have a degree in Publishing and Anthropology (it's a long story), and then started as a desk editor on medical books, moved into print & bind, and then here, where I started as a Production Controller looking after books from manuscript to print, and then took over management of the whole production department which includes books, journals and electronic products.
- 3. What is your main area of responsibility?**  
I am responsible for the production of all our print products and for the electronic publications that are derived from them. This includes development of new technology for web and CD products.
- 4. What are your main in-house contacts?**  
Senior Management in all areas of the company.
- 5. What are your main external contacts?**  
Printers, typesetters, editors, new technology developers.
- 6. Do you have any staff management responsibility?**  
Yes, I manage a department of 12 people.
- 7. What area of journal publishing do you have most impact on?**  
The look and feel of the printed products, and the costs of production.
- 8. Assuming that 'no two days are the same', what have you done today?**  
How long have you got? This morning I started by answering my Email (I was out yesterday, and there were 24 waiting for me). Then I attended a Publishing Committee meeting that decides what books we will contract to produce and sets

the print runs and prices. Later I spent time with the Production Controllers explaining the rationale behind our move into electronic publishing, and giving them some 'on-the-fly' training in electronic coding in order to resolve a problem that had come up in the morning. I spoke to one of our largest suppliers about the price increases for next year (an issue I suspect will take a number of phonecalls to resolve). Finally I checked some proofs of a new journal that we are launching, wrote my comments about it and packaged it up to send back to the design studio. Just as I thought I could escape I was buttonholed by the Sales Manager about print runs for next year.

**9. What is the most important decision that you have made?**

I restructured the department three years ago, in order to accommodate the changes to production and in an attempt to more accurately match people's skills to responsibilities (but I now think I need to do this again).

**10. What is the most boring part of your job?**

Reworking my annual budgets again and again and again ...

**11. Where do you go from here?**

In terms of career advancement, I would be looking for a Production Director's position in a larger company, although with all the changes in production there is still a lot to keep me interested in the development of my department here.

## **THE PRODUCTION CONTROLLER**

**1. How long have you worked in this position?**

Eighteen months.

**2. How did you get here (education/training/first job/subsequent jobs/etc.)**

I did an English Literature degree which led to my first job as a Publishing Assistant to the Graphic Designer for a Tour Operating company in Oxford. This gave me experience in DTP (desktop publishing ) and this then led on to my present position here.

**3. What is your main area of responsibility?**

I DTP (desktop publish) review articles. Then I am responsible for ensuring that the journals get to press and are delivered on time. Recently we have started to produce the journals electronically, and for this I need to quality control the electronic files (which involves a lot of screen work) and to work on HTML files (hypertext markup language – files for displaying on the internet) to make them ready for loading onto the web.

**4. What are your main in-house contacts?**

The journal editors and the IT department.

**5. What are your main external contacts?**

External printers and typesetters.

**6. Do you have any staff management responsibility?**

No.

**7. What area of journal publishing do you have most impact on?**

Until recently, I have had most effect on the delivery date of the journals.

However, with the new electronic work, now I am primarily responsible for the quality of the electronic files that we load onto the web. It is up to me to say if they are OK or not; and if not, then I need to identify what is wrong, and to get hold of the right file from the external supplier.

**8. Assuming that 'no two days are the same', what have you done today?**

I worked on a review article about weed control (I needed to import some tables, and set them up on the page, and the print off a proof for the editor to check). Then I had to check some electronic files and send them to the external host agency. This means that I had to look at each PDF (portable document format) file and check it opened OK. Next I had to validate (check) the SGML (standard generalized markup language) files – we have a program to do this. Then I had to open the HTML files, and check that they were all correct – all the special characters had not changed to smiley faces and things like that. Last, I had to package the entire journal issue as a 'Zip' file and send it via the Internet to the company that will load them on their server for the readers to access.

**9. What is the most important decision that you have made?**

Almost every day I have to approve a journal for delivery or for sending to the host agency – if I make a mistake, or do not pick up an error then the blame falls on me – so my 'most important decision' happens all the time !

**10. What is the most boring part of your job?**

Checking my colleagues' journals for errors.

**11. Where do you go from here?**

I would like to progress on to book publishing and maybe to editorial.

**THE DESK EDITOR (freelance)**

**1. How long have you worked in this position?**

Six years.

**2. How did you get here (education/training/first job/subsequent jobs/etc.)**

A degree in biology, then three years with a large commercial publisher as a desk editor, then I went freelance.

**3. What is your main area of responsibility?**

Ensuring editorial quality of the journals and books that I edit.

**4. What are your main in-house contacts?**

I work freelance.

**5. What are your main external contacts?**

Publishers - usually the production staff.

**6. Do you have any staff management responsibility?**

No.

**7. What area of journal publishing do you have most impact on?**

Style, consistency.

**8. Assuming that 'no two days are the same', what have you done today?**

This morning I started copyediting some papers on animal behaviour that had arrived yesterday. I also received a parcel with a book manuscript.

**9. What is the most important decision that you have made?**

To go freelance. Working in an office was secure, but now I am my own boss, and I enjoy working at home.

**10. What is the most boring part of your job?**

Anything financial – invoicing and doing my accounts.

**11. Where do you go from here?**

Hard to say as the work is quite varied. I definitely want to stay as a freelance, but maybe working on a leading science journal would be fun.

## THE SALES MANAGER - ELECTRONIC PRODUCTS

- 1. How long have you worked in this position?**  
18 months.
- 2. How did you get here (education/training/first job/subsequent jobs/etc.)**  
Humanities degree plus an MSc. in Library and Information Science; sales support/customer support for a library software company, followed by sales of electronic products for several different publishers.
- 3. What is your main area of responsibility?**  
Sales of all electronic products produced by the company to corporate and academic customers and consortia, and ongoing account management of larger customers within a specified territory. Maintain customer records, report regularly on progress and planning of sales process to Sales Director. Manage small sales team.
- 4. What are your main in-house contacts?**  
Customer service staff (for customer holdings information); other sales colleagues (for print products) and my staff; legal staff; technical staff (web-site development people).
- 5. What are your main external contacts?**  
My customers and prospects.
- 6. Do you have any staff management responsibility?**  
One assistant and one junior sales executive.
- 7. What area of journal publishing do you have most impact on?**  
I suppose it would be 'e-publishing' - I am often asked to trawl my customers for market feedback on potential changes and enhancements to our electronic products and services. I pass on as much market information as I can to relevant people, especially those who have responsibility for e-products.
- 8. Assuming that 'no two days are the same', what have you done today?**  
I started off answering emails that had come in overnight, then I started checking out prospective customer details on their web-sites prior to planning a sales trip. I took a phone call from a pharmaceutical company which wants to give full-text access to a journal from a subject-specific website; spent some time discussing the possibility of this with the technical staff; then wrote a detailed spec of what the customer wants, for the technical staff to mull over. Fielded several requests from Customer Service for decisions on access licences; sent information to some of these about alternative arrangements. Produced quotes for two prospective customers and sent them off for final internal approval before presenting them to the prospects. Edited a contract to show customer-requested changes prior to sending it off to Legal for final vetting. Completed all the customer-specific appendices. Participated in a conference call with Sales Director and an important prospect to close a large contract.
- 9. What is the most important decision that you have made?**  
Control is tight in our company, and decisions are seldom if ever unilateral!
- 10. What is the most boring part of your job?**  
Endless checking of customer details to make sure that quotes are based on real data!
- 11. Where do you go from here?**  
I would like a more senior role in sales, which would allow some input in decision-making on general sales strategy, including pricing issues either with this company or with another.

## **THE PRODUCT MANAGER - MARKETING**

**1. How long have you worked in this position?**

Six months.

**2. How did you get here (education/training/first job/subsequent jobs/etc.)**

A degree in Plant Science, followed by a job as a secretary in a pharmaceutical company for a couple of years. Then I joined the marketing department of the same company as a junior marketing assistant. After just over one year, I saw the advert for this job and applied. Although I had not dealt with books and journals before, I knew the subject area well and my background has enabled me to think in different ways about the products.

**3. What is your main area of responsibility?**

I handle the horticultural and plant science list: we are split by subject and not by product. I have to try and allocate my budget to ensure there is maximum coverage, and make sure that I am giving enough prominence to the new products. I decide what catalogues to produce, and what brochures and mailshots.

**4. What are your main in-house contacts?**

Everyone in marketing. Then I deal mostly with Production, Editorial and the Warehouse. Now we have so many web products I deal with the IT people a lot as well.

**5. What are your main external contacts?**

Other publishers, societies and authors (I need to speak to them as they know a lot about the market for their own product).

**6. Do you have any staff management responsibility?**

No.

**7. What area of journal publishing do you have most impact on?**

I guess if it doesn't sell, then it is my fault. Basically I am responsible for making sure that as many people as possible know about our products.

**8. Assuming that 'no two days are the same', what have you done today?**

This morning we had a weekly marketing meeting to discuss what we were doing with our own lists. Then we had a meeting about book covers. I surfed the net for a bit looking for societies interested in biological control of weeds (we have a new journal in this area). Then I checked the promotional web site and corrected some of the copy that had been put up there for the new product. In the afternoon we had delivery of one of my brochures. I also started to write some copy that I want making into an advert to put into our journals for a couple of my products.

**9. What is the most important decision that you have made?**

Putting together the names for the large mailshot we have just sent out for the new journal – if I picked the wrong people they won't buy the product, and if I missed the right people, they won't know about the product.

**10. What is the most boring part of your job?**

Working within budget.

**11. Where do you go from here?**

I would like a more senior role in marketing – looking at an entire company's marketing strategy rather than just a subject group. Either here or in another company.

## THE MARKETING PRODUCTION MANAGER

**1. How long have you worked in this position?**

14 months.

**2. How did you get here (education/training/first job/subsequent jobs/etc.)**

At university I did a Geography/English degree. I didn't really know what I wanted to do when I left university – but marketing seemed appealing!

I really fell into my first job which was working for a marketing company. It was a small company so you really had to get stuck in - a plus point in the long run. Here we essentially produced marketing material for other companies, so there was plenty of variety in the job. I worked there for 3½ years before I joined a medium-sized non-profit publisher as Copy Database Manager.

Initially, I was responsible for designing and producing the material for the Marketing Department - print and on the internet. After 2 years doing this job I was promoted to my current position as Marketing Production Manager. My role has become more managerial but still with some hands-on experience. Essentially now, I have a Graphic Designer who does all the design work and I manage each individual project and buy the print. I also manage several of the Marketing budgets which relate to design and print. I am also heavily involved in marketing projects on the Internet. This has involved things such as migrating 50 of our complete book titles onto the web where they can be read page by page.

**3. What is your main area of responsibility?**

Managing all the design and printing requirements of the marketing department.

**4. What are your main in-house contacts?**

Within our departments I liaise with Product Managers to ensure their brochures are designed as they require and also with the Marketing Services Department to ensure that brochures are ready in time for mailing and conferences. Outside the department I liaise with the Production Department to ensure adverts are placed on time into our journals, and also for ensuring that book covers are designed to schedule. Liaison with the IT department is also a large part of my job because of the Internet aspects. I also have contact with the warehouse due to the quantity of material that is constantly going into stock there.

**5. What are your main external contacts?**

My main external contacts are printers whom I see every day and often several times a day. Generally we send at least two items of work to the printers per week.

**6. Do you have any staff management responsibility?**

Yes, I am responsible for the Graphic Designer.

**7. What area of journal publishing do you have most impact on?**

In terms of the journals it is probably a small impact really. I ensure that adverts are prepared to the right specifications for our journals and that the production team are advised of which adverts should be used in which journals. Occasionally I am involved in journal cover re-designs, but this is not a regular thing.

**8. Assuming that 'no two days are the same', what have you done today?**

Today I have been scanning book covers to send to Book Data who host all our book details on the Internet Bookshop. We send them scans of our new book covers for them to load up with the book information.

I have also been preparing some entries for a newsletter which announces new journals and CD-ROMs, so I have been preparing copy for our new products.

I have spoken to the printers several times today as they are preparing some film for some promotional material.

Later this afternoon I have to look through some contracts and speak to subscription agents about agreements to access our journal contents via their web interfaces.

We are also launching an online bookshop later this month and I am heavily involved in this. I have to write a press-release and decide on the promotional material I will be doing and action this.

**9. What is the most important decision that you have made?**

This is difficult, but I think the most important decision was deciding to appoint an in-house graphic designer and finally choosing the right candidate.

**10. What is the most boring part of your job?**

I think the most boring things are when I have to update things. This includes things like making price changes to adverts and fact sheets on an annual basis.

**11. Where do you go from here?**

My job is moving more and more towards involvement in the Internet. Since I think this is going to be the universal way forward in most I'd like to see my job adapt to allow me to be even more involved than I am now.

## **THE JOURNALS MANAGER – CUSTOMER SERVICES**

**1. How long have you worked in this position?**

4 months.

**2. How did you get here (education/training/first job/subsequent jobs/etc.)**

Background in IT and office management. Joined this company as Assistant Books Manager in 1998.

**3. What is your main area of responsibility?**

Processing customer orders for subscriptions, dealing with customer queries, access control for internet journals.

**4. What are your main in-house contacts?**

Marketing department and warehouse / distribution staff, finance department.

**5. What are your main external contacts?**

Subscription agents and booksellers.

**6. Do you have any staff management responsibility?**

I am responsible for 3 members of staff.

**7. What area of journal publishing do you have most impact on?**

Sales.

**8. Assuming that 'no two days are the same', what have you done today?**

Today I have been processing the main renewal file for next year from one of our subscription agents and dealing with several customer queries over the telephone.

**9. What is the most important decision that you have made?**

Which way to process the £300,000 in payments from above subscription agent.

**10. What is the most boring part of your job?**

The filing.

**11. Where do you go from here?**

Customer Service Management, Sales Management etc.

## **THE STOCK CONTROLLER**

**1. How long have you worked in this position?**



Just over a year.

2. **How did you get here (education/training/first job/subsequent jobs/etc.)?**  
I gained substantial knowledge of warehouse procedures in my last company including transport, materials handling, picking and packing. I also have management experience (in charge of a staff of 75 including 5 supervisors).
3. **What is your main area of responsibility?**  
Making sure the physical stock is accurately reflected on our electronic stock control database. Arranging stock-takes for books and journals. Storage of the books and journals. Investigating shortage claims.
4. **What are your main in-house contacts?**  
Customer Services.
5. **What are your main external contacts?**  
Companies dealing with external storage on our behalf.
6. **Do you have any staff management responsibility?**  
I have no staff working directly for me but I can request extra help when required.
7. **What area of journal publishing do you have most impact on?**  
Stock-taking, storage, reductions and moving stock from bulk storage to forward load (ready for dispatch). Ensuring that journals are available for sending to customers, and that the Production department is alerted when there are shortfalls in stock, or we are unlikely to be able to fulfil orders.
8. **Assuming that 'no two days are the same', what have you done today?**  
Booked in stock from our overseas courier, counted and reduced some journal stock, supervised a stock count, filled in this form, saw Customer Services about a computer system problem, swept the warehouse, saw Customer Services with regard to some reprint stock I had received.
9. **What is the most important decision that you have made?**  
Deciding not to accept the 'We have always done it this way ' answer I get whenever I challenge a working practice I feel needs changing.
10. **What is the most boring part of your job?**  
Data entry.
11. **Where do you go from here?**  
Pushing the idea that the computer system will work for us if we stop fighting it and use it properly and hopefully moving to a more IT based position (training people to use the system we have to its full potential).

#### **4. Different kinds of journals publishers**

There are hundreds of different journals publishers. Full listings of publishers, together with information on which ones publish journals, and which subjects the publishers cover, may be found in annually-published publishing yearbooks: *Cassell's Directory of Publishing*, *The Literary Marketplace* and *The International Literary Marketplace*. The ALPSP website ([www.alpssp.org.uk](http://www.alpssp.org.uk)) lists those publishers, many of them learned societies, which are members of ALPSP.

As in many areas of business, there is a huge variety in the size and type of operation to be found in publishing. There are the giants of publishing (The Reed Elsevier Group for example) with offices world-wide, and highly complex organizational structures, and then there are the tiny 'one-man-bands', where one or two people manage one or two journals, undertaking all the jobs themselves. In addition to size

there is the company ethos to be considered: many publishers are learned societies where the publishing side is seen as a service for members, and not a purely commercial exercise, and then there are shareholder companies, where the publisher has to operate on a purely financial level.

So, how does this help you when you are looking for a job? There are pros and cons to working for large or small companies, each offering new candidates different advantages and disadvantages. When looking at vacancies the type of company may not be very important so long as they are offering the job that you are looking for, but there are some points that should be considered. The list below is by no means exhaustive, but should give some pointers to the main differences that an employee will experience:

1. In large companies there are a lot of jobs, and therefore there are usually opportunities to advance (or even change) your career without having to move employer.
2. In smaller companies the dividing line between jobs is less clear – a job may include both production and marketing for example, whereas in large companies the jobs are usually clearly split. Having a clearly defined (and limited) job is good in that it enables you to specialise in one area of skill, and therefore to pursue a career in that area. However, the converse of this is that to have a job that entails a bit of everything can give you a better understanding of the publishing business, and keep your future career options broad.
3. Larger companies, by definition, deal with a larger range of products, and may also publish books, CDs, multimedia, etc., etc., and so can give a wider range of experience to their staff than a small company that (for example) publishes one journal only.
4. Smaller companies tend to be less hierarchical, and there may be the opportunity to take on additional responsibility in a less formal way than having to apply for a new position. Equally they may also be far more flexible in regard to pay, terms and conditions, than a large company where exceptions to the company rule cannot be made without extensive negotiation.
5. In a large company there are a lot of people. Therefore it can be a good place to meet and make friends – but this is not a guarantee of having a social life, and many small and mid-size companies have better out-of-office activities than their larger competitors!
6. The ethos of a company depends in part to the type of operation: whether it is a purely commercial operation or not. Companies may be non-profit, privately-owned, university presses, learned societies and institutions, or at the other end of the spectrum, shareholder companies, with the profits publicly quoted. To a certain extent this may not affect the operation or the 'feel' of a company, but it may affect the attitudes of the people who work there. (However, bear in mind that the term 'learned society publisher' may equally be applied to small societies, which publish only a few journals with a relatively small publishing staff, and to large societies, which publish lots of journals, with a much larger staff and which

operate in a more 'commercially-minded' way.)

7. There is a trend in the industry at the moment for companies to buy other companies, and this can dramatically affect the staff, leading to redundancies, merging of departments, or obligatory relocation. There is no rule that says that only small companies are bought (for example Taylor & Francis recently bought Routledge, a company about twice their size), but the publishers at least risk from takeovers are the university, learned-society, and other privately owned organisations.

## **5. How to find work in journals publishing**

Career development in publishing is relatively informal, compared to professions such as law, accountancy or journalism, where formal paths for entry and further development are clearly specified, with examinations at particular stages. Publishing is not like that at all. Pre-entry experience, a degree or post-graduate diploma and/or vocational qualification can help you get your first job in publishing, and are increasingly important, but they are not essential - although for some positions, especially those in production, desk editorial and marketing, you are much more likely to get a job if you do have a vocational qualification (for desk editorial and production) or some pre-entry experience (for marketing).

Romantic notions of a glamorous life should be cast aside. Although publishing is demanding and challenging, worthwhile and serious, and rewarding and fun, with lots of nice people to work with, it can also, especially in first jobs, be steady, regular, dull, hard-work, boring, mundane and not particularly well-paid - in fact, just like most other jobs.

It is also important to recognise that publishing is a popular option, with many applicants chasing relatively few jobs. This tends to depress salaries at the bottom end, as publishers get lots of good candidates applying without having to tempt them with huge salaries. It also means that those candidates who take the trouble to equip themselves with marketable skills are more likely to get a job.

Marketable skills include computer skills, pre-entry qualifications and/or experience and sometimes specialist subject knowledge - a degree in science or law can be an attractive asset to appropriate prospective employers, whereas a degree in, say, English, may not be particularly valued. Enthusiasm, determination and evidence of a quality track-record, including a good class of degree, are of course important too.

Entry-level jobs in journals publishing itself, leaving aside jobs in finance, administration and warehousing/despatch, are most likely to be in one of four areas: editorial; production; desk-editorial; or marketing and sales.

Editorial: entry-level jobs here are often at the editorial assistant level. Prior experience is not essential, and there is no one vocational course which prepares candidates for these posts. However, prior experience of some kind - for example, doing student vacation work in publishing, or doing a post-graduate diploma course - can help.

Production: again, some publishers will not consider inexperienced applicants. Doing one of the London College of Printing courses - see below for more details - is a recognised entry route.

Desk-editorial: many desk editors are freelancers, working out-of-house. Some publishers will not consider placing work with inexperienced desk editors. A professional course on copy-editing and proof-reading - see below for where these are offered - will equip you to take on freelance copy-editing and proof-reading and thereby gain the necessary experience.

Marketing: some experience of some sort helps a lot. Many new entrants into marketing jobs have worked in bookselling, often not for very long.

There are various practical steps towards getting a first job in publishing:

1. Reply to job adverts. These usually appear either in *The Guardian* on Monday or in *The Bookseller* on Friday or both; and also in the ALPSP Jobs Forum on the internet ([www.alpssp.org.uk](http://www.alpssp.org.uk)). Sometimes, jobs requiring specialist knowledge will appear in specialist journals - for example, jobs requiring scientists may appear in *New Scientist*. Sometimes, lots of people apply - sometimes several hundred, up to a thousand, for one job.

2. Write speculative letters. The publishing yearbooks - *Cassell's Directory of Publishing*, *The Literary Marketplace* and *The International Literary Marketplace* - give publishers' addresses and the names of senior people in companies to whom personalised letters may be sent. Publishers may not have immediate vacancies, but they do tend to keep such speculative letters on file and go back to likely candidates when specific vacancies arise. This can be a successful route in.

3. Try for vacation work as a student. Publishers often take on students to handle a variety of tasks in the summer vacation. Such work is often not advertised, with candidates being recruited from the pool of those who have written in. Again, this can be a successful route in; and it can sharpen up your thinking about just what you would like to do in publishing. Some publishers pay 'work experience' workers; others expect students to do 'work experience' work unpaid.

4. Try one of the recruitment agencies who supply candidates for entry-level jobs. There are several recruitment agencies in publishing, many of which concern themselves with higher-level positions and many of which head-hunt for clients and are less interested in being approached by prospective candidates. A number of agencies, including the ones whose details are given below, do interest themselves in candidates seeking entry-level jobs. Also, these agencies may supply 'temps' - this can be a good way for prospective new entrants to gain experience.

Whichever route you may try, you should be as prepared as possible:

1. Do your homework - learn as much as possible about jobs in publishing and the specific publishers applied to. Most publishers have good websites which provide lots of useful information about themselves and their publications; and most

publishers will supply you with their appropriate catalogues on request.

2. Have as clear an idea of possible of what you want to do in publishing and where you see yourself fitting in. It is much better to have thought through whether you are suited to, say, desk editorial or marketing, than just applying for any job in publishing.

3. Get as many computer skills as you can. Familiarity with common word-processing and spreadsheet packages is generally expected. You can considerably add to your appeal by having skills in desk-top publishing packages, such as QuarkExpress, skills in writing web-pages or other new electronic publishing skills.

4. Get prior experience if at all possible. This may take one of many forms: working on a student publication when at school, college or university; doing a publishing degree or post-graduate qualification; doing student vacation work in publishing. Details of universities and colleges which offer undergraduate and post-graduate qualifications are given below.

Overall, there is no fail-safe way of getting your first job in publishing. Although equipping yourself with marketable skills is important, so too are enthusiasm, determination and evidence of a quality track-record, including a good class of degree, as these may be the key qualities which separate you from other candidates at interview.

## **6. Pre-entry courses**

### **6.1. Undergraduate courses**

#### **Leeds Metropolitan University**

Calverley Street, Leeds LS1 3HE. Tel: 0113 283 2600 [www.lmu.ac.uk](http://www.lmu.ac.uk)

- degree in publishing technology (3 years full-time; or 4 years sandwich)

#### **The London Institute**

London College of Printing and Distributive Trades, Elephant and Castle, London SE1 6SB. [www.linst.ac.uk](http://www.linst.ac.uk)

- degree in publishing (3 years full-time)
- FE certificate in printing and publishing production (1 year full-time)

Contact: Doreen Stone Tel: 020 7514 6538 Fax: 020 7514 6535

#### **Loughborough University**

Undergraduate Admissions Office, Ashby Road, Loughborough, Leics, LE11 3TU. Tel: 01509 263171 Fax: 01509 223905 E-mail: [w.j.clarke@lboro.ac.uk](mailto:w.j.clarke@lboro.ac.uk) [www.lboro.ac.uk](http://www.lboro.ac.uk)

- degree in publishing with English (3 years full-time; or 4 years sandwich)

#### **Middlesex University**

Admissions Enquiries, White Hart Lane, London N17 8HR. Tel: 020 8362 5898 Fax: 020 8362 5649 E-mail: [admissions@mdx.ac.uk](mailto:admissions@mdx.ac.uk) [www.mdx.ac.uk](http://www.mdx.ac.uk)

- degree in writing and publishing studies plus a minor subject (3 years full-time)

### **Napier University**

Information Office, 219 Colinton Road, Edinburgh, EH14 1DJ.

Tel: 0131 455 4330 Fax: 0131 455 4666 E-mail: info@napier.ac.uk

www.napier.ac.uk

- Degree in publishing (3 years full-time; or 4 years full-time)

### **Nottingham Trent University**

The Registry, Burton Street, Nottingham, NG1 4BU.

Tel: 0115 941 8418 Fax: 0115 848 6063 E-mail: ann-marie.cancemi@ntu.ac.uk

www.ntu.ac.uk

- Degree in graphic communications management (4 years sandwich)
- HND in print and digital media publishing (2 years full-time)

Contact: John Clarke Tel: 0115 848 6467

### **Oxford Brookes University**

Admissions Office, Gypsy Lane Campus, Headington, Oxford, OX3 0BP.

Tel: 01865 483040 Fax: 01865 483983 www.brookes.ac.uk

- degree in publishing (3 years full-time)
- joint honours degree in publishing (3 years full-time)

Contact: Claire Beadle Tel: 01865 484992 Fax: 01865 484952

### **Robert Gordon University**

The Admissions Office, Schoolhill, Aberdeen, AB10 1FR.

Tel: 01224 262105 Fax: 01224 262147 E-mail: admissions@rgu.ac.uk

www.rgu.ac.uk

- degree in publishing studies (3 years full time; or 4 years full-time)

### **Thames Valley University**

Admissions (Registry Services), 911 University House, Ealing Green, Ealing, London W5 5ED.

Tel: 020 8279 5000 Fax: 020 8231 2744 www.tvu.ac.uk

- degree in information management with electronic publishing (3 years full-time)
- degree in information systems with electronic publishing (3 years full-time)
- diploma in information management with electronic publishing (2 years full-time)
- diploma in information systems with electronic publishing (2 years full-time)

Contact: Christine Marchant Tel: 0181-231 2728 Fax: 0181-231 2744 E-mail: christine.marchant@tvu.ac.uk

### **West Herts College**

UCAS Co-ordinator, Hempstead Road, Watford, Herts, WD1 3EZ. Tel: 01923

812565 Fax: 01923 812540 E-mail: admis.cas@westherts.ac.uk

- degree in publishing (3 years full-time)

## **6.2 Post-graduate courses**

### **Camberwell College of Arts**

The London Institute, Peckham Road, London SE5 8UF

- MA in book arts

### **City University**

Department of Journalism and Publishing, Northampton Square, London EC1V 0HB.  
020 7477 8000. [www.city.ac.uk](http://www.city.ac.uk)

- MSc and MA in electronic publishing
- MA in publishing studies (1 year full-time; 2 years part-time)
- pgDip in publishing studies (1 year full-time; 2 years part-time)

Contact: Dr Iain Stevenson Tel: 020 7477 0100 E-mail: [I.Stevenson@city.ac.uk](mailto:I.Stevenson@city.ac.uk)

### **Imperial College**

South Kensington, London SW7 2AZ

- MSc in science communications

### **Leeds University**

Woodhouse Lane, Leeds LS2 3JT

0113 233 4739 E-mail: [postgrad\\_english@leeds.ac.uk](mailto:postgrad_english@leeds.ac.uk)

[www.leeds.ac.uk/english/home.html](http://www.leeds.ac.uk/english/home.html)

- MA (taught) in bibliography, publishing and textual studies

### **London Centre for English Studies**

Senate House, Malet Street, London WC1E 7HU

- MA in history of the book

### **Loughborough University**

Admissions Office, Ashby Road, Loughborough, Leics, LE11 3TU. Tel: 01509

263171 Fax: 01509 223905 E-mail: [w.j.clarke@lboro.ac.uk](mailto:w.j.clarke@lboro.ac.uk) [www.lboro.ac.uk](http://www.lboro.ac.uk)

- MSc in information studies (1 year full-time; or up to 3 years part-time)
- pgDip in information studies (9 months full-time; or up to 3 years part-time)
- MBA in information and library management (minimum 36 months block release)

### **The London Institute**

London College of Printing and Distributive Trades, Elephant and Castle, London  
SE1 6SB. [www.linst.ac.uk/lcp](http://www.linst.ac.uk/lcp)

- pgDip in printing and publishing (26 weeks full-time)
- pgCert in printing and publishing (16 weeks full-time)
- MA in publishing (1 year full-time)

Contact: Joe Paice Tel: 020 7514 6550

### **Manchester University**

Oxford Road, Manchester M13 9PL.

- MA in the editing and transmission of texts

Contact: Professor D G Scragg Tel: 0161-275 3144. E-mail: [english@man.ac.uk](mailto:english@man.ac.uk)

### **Middlesex University**

Admissions Enquiries, White Hart Lane, London N17 8HR. Tel: 020 8362 5898

Fax: 020 8362 5649 E-mail: [admissions@mdx.ac.uk](mailto:admissions@mdx.ac.uk) [www.mdx.ac.uk](http://www.mdx.ac.uk)

- MPhil, PhD (research degrees) in electronic arts
- MA (taught) in electronic arts

Contact: Tessa Elliott

### **Napier University**

Department of Print Media, Publishing and Communication, Craighouse Campus,  
Edinburgh EH10 5LG. Tel: 0131 455 6150 Fax: 0131 455 6193

- MPhil, PhD in publishing

Contact: Dr Sheila Lodge Tel: 0131 455 6155 E-mail: s.lodge@napier.ac.uk

- MSc in publishing
- pgDip in publishing
- pgCert in publishing

Contact: Ms Mhairi Sutherland Tel: 0131 455 6132 E-mail:  
m.sutherland@napier.ac.uk

### **Oxford Brookes University**

Admissions Office, Gypsy Lane Campus, Headington, Oxford, OX3 0BP. Tel:  
01865 483040 Fax: 01865 483983 www.brookes.ac.uk

- MA in publishing (1 year full time; or 2 years part-time)
- pgDip in publishing (9 months full-time; or 8 terms part-time)
- pgCert in publishing (3 months full-time; or 9 months part-time)
- pgDip in electronic media (1 year part-time)
- MBA in book publishing

Contact: Claire Beadle Tel: 01865 484992 Fax: 01865 484952 E-mail: cbeadle  
@brookes.ac.uk

- MPhil, PhD (research degrees) in art, publishing and music

Contact: Dr M L Corris Tel: 01865 484982

### **Plymouth University**

Admissions Office, Drake Circus, Plymouth PL4 8AA. Tel: 01392 475009  
www.plym.ac.uk

- MA in publishing (integrated masters' programme)
- MA in heritage and publishing
- pgDip in publishing (integrated masters' programme)
- pgDip in heritage and publishing

### **Queen Mary and Westfield College**

London E1 4NS.

- pgDip in copyright law

Contact: Mrs J Wingard, Centre for Commercial Law Studies. Tel: 020 7975 5127  
www.qmw.ac.uk/~ccls

### **Robert Gordon University**

The Admissions Office, Schoolhill, Aberdeen, AB10 1FR. Tel: 01224 262105 Fax:  
01224 262147

E-mail: admissions@rgu.ac.uk www.rgu.ac.uk

- pgCert in publishing studies
- pgDip in publishing studies
- MA/MSc in publishing studies

Contact: Lesley Gunn, School of Information and Media, Faculty of Management,  
Garthdee Road, Aberdeen, AB10 7QE. Tel: 01224262963 Fax: 01224 263000 E-  
mail: l.gunn@rgu.ac.uk



### **Stirling University**

Centre for Publishing Studies, Stirling FK9 4LA.

- MPhil in publishing studies
- pgDip in publishing studies

Contact: Dr I D McGowan Tel: 01786 467495 E-mail: idm1@stir.ac.uk  
www.stir.ac.uk/publishing

### **University College, London**

Gower Street, London WC1E 6BT.

- MA (taught) in electronic communication and publishing

Contact: Mr C Locke Tel: 020 7380 7204 E-mail: c.locke@ucl.ac.uk

### **University College, Northampton**

Park Campus, Broughton Green Road, Northampton NN2 7AL

- MA in history of printed graphics

### **West Herts College**

Hempstead Road, Watford, Herts, WD1 3EZ. Tel: 01923 812661

- MPhil, PhD in publishing

## **7. Post-experience/professional training courses**

### **ALPSP (The Association of Learned and Professional Society Publishers)**

ALPSP offers a range of courses, usually one-day courses, in all aspects of journals publishing, aimed at those with new responsibilities in a particular area. Specific, practical matters are emphasised. Contact: Sally Morris, Secretary-General, South House, The Street, Clapham, Worthing, West Sussex BN13 3UU. Tel: 01903 871686. Fax: 01903 871457 E-mail: sec-gen@alpsp.org.uk

### **Chapterhouse**

Chapterhouse offers specialist training courses by seminar and distance learning in proofreading and copy-editing, both for those who are already in publishing and for those looking to learn a new skill. 1 Southernhay West, Exeter EX1 1JG. Tel: 01392 499488 Fax: 01392 498008

### **Copytrain**

Designs and delivers courses for book and journal publishers in the fields of copyright and intellectual property, and financial and editorial management. Contact: Richard Balkwill, Pitts, Great Milton, Oxford OX44 7NF. Tel/fax: 01844 279345. E-mail: rbalkwill@aol.com

### **The London College of Printing (The London Institute)**

Besides undergraduate and postgraduate courses (see above), LCP offers a programme of short training courses which cater for beginners through to advanced practitioners and which may take one day or ten evening sessions. School of Printing and Publishing, LCP, Elephant and Castle, London SE1 6SB. Contact: Brenda Daly Tel: 020 7514 7667.

### **Marketability**

These new workshops, on a range of marketing topics, will be launched in spring 2000. Marketability Workshops, 12 Sandy Lane, Teddington, Middlesex TW11 0DR. Contact: Rachel Maund or Judith Watts. Tel/fax: 020 8977 2741 or 020 8892 7857. E-mail: rachel.marketability@btinternet.com

### **Oxford Publicity Partnership**

OPP offer a range of courses, specialising on marketing topics, designed to meet the needs of academic, educational and professional publishers. Contact: Sue Miller or Gary Hall. Tel: 01865 865466 Fax: 01865 862763 E-mail: opp@opp.i-way.co.uk

### **Pira**

An independent centre for research, consultancy, training and information services for the paper and board, packaging, printing and publishing, and new media industries, offering courses, seminars and conferences. Pira International, Randalls Road, Leatherhead, Surrey KT22 7RU. Contact: Louise Armfield Tel: 01372 802105 Fax: 01372 802243 E-mail: louisea@pira.co.uk www.pira.co.uk

### **Publishing Training Centre**

Offers a very wide range of courses covering all areas of publishing. Publishing Training Centre, Book House, 45 East Hill, London SW18 2QZ. Tel: 020 8874 2718. www.train4publishing.co.uk

### **Publishers' Training Consultancy**

Besides offering consultancy for publishers, the company provides, in partnership with Oxford Brookes University, a three-day programme aimed at publishers who employ fewer than 20 people and who want to put together a marketing strategy and efficient financial and management systems. The Publishers Training Consultancy, 19 Arnewood Close, London SW15 4NR Tel: 020 8788 1123 Fax: 07970 501101

### **Scottish Publishers Association**

The official publishing industry training centre in Scotland, offering a range of professional publishing courses and seminars, aimed at professionals working in the industry and those who want a career in publishing. Contact: Allan Shanks, The Scottish Publishers Association, 137 Dundee Street, Edinburgh EH11 1BG. Tel: 0131 228 6866 Fax: 0131 228 3220 E-mail: allan@scottishbooks.org www.scottishbooks.org

### **Society of Freelance Editors and Proofreaders**

Offers a variety of courses on copy-editing and proof-reading topics, aimed both at experienced freelancers and beginners. Contact: Leonie Farmer, Society of Freelance Editors and Proofreaders, 1 Mermaid Court, London SE1 1HR. Tel: 020 7403 5141 E-mail: admin@sfep.demon.co.uk www.sfep.org.uk

### **STM - the International Association of Scientific, Technical and Medical Publishers**

Runs a well-regarded Journals Management course (for middle management) every two years, and some other specific courses. Contact: Lex Lefebvre, STM, Muurhuizen 165, 3811 EG Amersfoort, The Netherlands. Tel: 00 31 33 465 60 60. E-mail: lefebvre@stm.nl.

### **Training Matters**

Specialises in tailor-made in-house business and people management courses and workshops. Also offers advice to individuals or groups on any aspect of career development. Contact: Sue Bennett, Training Matters, 15 Pitts Road, Headington Quarry, Oxford OX3 8BA. Tel: 01865 766964 Fax: 01865 760737 E-mail: sue.adept-consulting@ukonline.co.uk.

### **Women in Publishing**

WiP offers a range of courses aiming to provide practical help for women in developing their publishing careers. Contact: Amanda Harting, Women in Publishing Training Officer, 107 Kings Road, Walton on Thames, Surrey KT12 2RE. Tel: 01932 887071 (during office hours).

## **8. Agencies who supply candidates for entry-level jobs**

### **Covent Garden**

8 Maddox Street, London W1R 9PN. 020 7495 8822.

### **Inspired Selection**

18 York Road, Oxford OX3 8NW. Contact: Jo Wilcock or Lynne Sullivan. Tel: 01865 455984 E-mail: info@inspiredselection.co.uk www.inspiredselection.co.uk

### **JFL**

Judy Farquharson Ltd, 47 New Bond Street, London W1Y 9HA. Tel: 020 7493 8824 Fax: 020 7493 7161 E-mail: stephanie@jflrecruit.com www.jflrecruit.com

### **K P Personnel**

020 7439 8011. E-mail: saffron@kp-group.co.uk

## **9. Organisations in journals publishing and related areas**

### **AAP (The Association of American Publishers)**

71 Fifth Avenue, New York, NY 1003-3004. Tel: 212-255 0200 Fax: 212-255 7007  
50 F Street NW, 4th Floor, Washington DC 20001-1564. Tel: 202 647 3375 Fax:  
202 347 3690  
www.publishers.org

### **AAUP (The Association of American University Presses)**

584 Broadway, Suite 410, New York, NY 10012-3264. Contact: Peter Givler,  
Executive Editor. Tel: 212 941 6610 Fax: 212 941 6618

### **ALCS (The Authors' Licensing and Collecting Society)**

The British rights management society for all writers. Its principal business is to distribute fees to writers whose work has been copied, broadcast or recorded. Set up in 1977 in the wake of the campaign to establish the public lending right in the UK to help writers protect and exploit their collective rights. Marlborough Court, 14-18 Holborn, London EC1N 2LE. Tel: 020 7395 0600 Fax: 020 7395 0660

www.alcs.co.uk

**ALPSP (The Association of Learned and Professional Society Publishers)**

The association which represents scholarly journal and book publishers. Runs seminars and training courses and publishes a quarterly journal, *Learned Publishing*, and an electronic newsletter, *ALPSP Alert*. Information and advice is available from the Secretary-General and Committees and via the email discussion list and informative website. South House, The Street, Clapham, Worthing, West Sussex BN13 3UU. Contact: Sally Morris, Secretary-General. Tel: 01903-871686 Fax: 01903-871457 E-mail: sec-gen@alpsp.org.uk www.alpsp.org.uk

**ASLIB: The Association for Information Management**

Actively promotes best practice in the management of information resources, represents its members and lobbies on all aspects of the management of and legislation concerning information at local, national and international levels. Membership includes librarians and information officers in industry and business. Staple Hall, Stone House Court, London EC3A 7PB. Tel: 020 7903 0000 Fax: 020 7903 0011 www.aslib.co.uk

**Association of Subscription Agents**

10 Lime Avenue, High Wycombe, Bucks HP11 1DP. Tel/fax: 01494 534778  
Contact: Rollo Turner, Secretary General. E-mail: rollo.turner@onet.co.uk  
www.subscription-agents.org

**Book Industry Communication**

Activities include the development and promotion of EDI (the electronic transmission of information and commercial messages between computer systems), bar coding, bibliographic standards, electronic security tagging, library management information and information networking. 39-41 North Road, London N7 9DP. Tel: 020 7607 0021 Fax: 020 7607 0415 Contact: Brian Green e-mail: brian@bic.org.uk  
www.bic.org.uk

**The British Library**

96 Euston Road, London NW1 2DB. Tel: 020 7412 7000  
Boston Spa, Wetherby, West Yorkshire LS23 7BQ. Tel: 01937-546000  
www.bl.uk

**Copyright Licensing Agency**

The UK's reproduction rights organisation, responsible for looking after the interests of rights owners in copying from books, journals and periodicals. 90 Tottenham Court Road, London W1P 0LP. Tel: 020 7631 5555 Fax: 020 7631 5500  
www.cla.co.uk

**The Council of Science Editors**

Formerly, up to 1 January 2000, The Council of Biology Editors. Aims to improve communication in the sciences by educating authors, editors and publishers; by providing means of co-operation among persons interested in publishing in the sciences; and by promoting effective communication practices in primary and secondary publishing in any form. c/o Drohan Management Group, 11250 Roger Bacon Drive, Suite 8, Reston, VA 20190-5202. Tel: 703 437 4377 Fax: 202 437

4390 e-mail: cbehdqts@aol.com Contact: Kathy Hoskins, Executive Director  
www.councilscienceeditors.org

### **European Association of Science Editors**

Aims to promote improved communication in science by providing efficient means for co-operation among editors in all disciplines of science and to assist in the efficient operation of publications in the sciences. Despite 'European' in the title, has a worldwide membership. c/o Mrs Jennifer Gretton, PO Box 426, Guildford, Surrey GU24 7ZH. www.ease.org.uk

### **Institute of Publishing**

Newly established professional institute for individuals involved in publishing. Aims to help individuals to develop themselves and progress in their careers and to meet the challenges of an increasingly competitive business. Contact: Rosie Thom, Unit 17G, Shrub Hill Industrial Estate, Worcester WR4 9EL. Tel/Fax: 01905 613869. E-mail: rosiethom@compuserve.com

### **International Association of Scholarly Publishers**

Secretary General: Fred C Bohm, Michigan State University Press, 1405 South Harrison Road, East Lansing, Michigan 48823-5250, USA e-mail: bohmf@pilot.msu.edu President and Editor: Michael Huter, WUV Universitaetsverlag, Berggasse 5, A-1090, Vienna, Austria e-mail: huter@wuv.co.at

### **IPA (International Publishers Association)**

A professional organisation of national associations which are recognised as representative of publishers in each country. 3 avenue de Miremont, 1206 Geneva, Switzerland. Tel: 41 22 346 3018 Fax: 41 22 347 5717 E-mail: secretariat@ipa-uie.org www.ipa-uie.org

### **IPG (Independent Publishers Guild)**

Aims to provide opportunities for independent publishers to meet and to co-operate. 4 Middle Street, Great Gransden, Sandy, Bedfordshire, SG19 3AD. Contact: Sheila Bounfield. Tel: 01767-677753 Fax: 01767-677069 E-mail: sheila@ipg.uk.com

### **Library Association**

The leading UK professional body for librarians and information managers. 7 Ridgmount Street, London WC1E 7AE. Tel: 020 7255 0620 Fax: 020 7255 0501 www.la-hq.org.uk

### **Library of Congress**

101 Independence Avenue SE, Washington DC 20540. Tel: 202 707 5000. www.lcweb.loc.gov

### **NASIG (North American Serials Interest Group)**

Promotes communication and sharing of ideas among all members of the serials information chain. www.nasig.org

### **National Acquisitions Group**

Aims to create and encourage dialogue and improvements for all involved in the (library) acquisitions process. Lime House, Poolside, Madeley, Crewe, Cheshire

CW3 9DX. Contact: Carmel Martin. Tel/fax: 01782 750462 . E-mail: nag@psilink.co.uk. www.nag.org.uk

### **National Training Organisation for Publishing**

Recently established cross-industry organisation which acts as a channel for information about, and Government funding for, professional training. Contact: Joanne Butcher, Tel: 020 7404 4168, Fax: 020 7404 4167. E-mail joanne@ppa.co.uk.

### **PA (The Publishers Association)**

Aims to be the focal point for book, journal and electronic publishers in the UK, where publishers come together to identify and discuss the main issues facing their industry and to develop policies and campaigns to ensure a secure trading environment for the industry. Contact: Rob Hamadi, 1 Kingsway, London WC2B 6XF. Tel: 020 7565 7474 Fax: 020 7836 4543 E-mail: mail@publishers.org.uk www.publishers.org.uk

### **PIRA International**

Conducts research into packaging, paper, board, printing and publishing; and consultancy. Randalls Road, Leatherhead, Surrey KT22 7RU. Tel: 01372-802000 Fax: 01372-802244 www.pira.co.uk

### **PLS (Publishers Licensing Society)**

Aims to protect and enforce publishers' rights in copyright of all published works (by means of reprographic reproduction); and to distribute royalties from such reproduction.

5 Dryden Street, London WC2E 9NW. Tel: 020 7829 8486 Fax: 020 7829 8488

### **PPA (The Periodical Publishers Association)**

The association of UK magazine publishers. Queen's House, 28 Kingsway, London WC2B 6JR. Tel: 020 7404 4166 Fax: 020 7404 4167 www.ppa.co.uk

### **Scottish Library Association**

1 John Street, Hamilton ML3 7EV. Tel: 01638 458888 Fax: 01638-458899 www.slainte.org.uk/sla/

### **Scottish Publishers Association**

137 Dundee Street, Edinburgh EH11 1BG. Tel: 0131-228 6866 Fax: 0131-228 3220 www.scottishbooks.org

### **Society of Authors**

Aims to protect the rights and further the interests of authors. 84 Drayton Gardens, London SW10 9SB. Tel: 020 7373 6642 www.writers.org.uk/society/

### **Society of Freelance Editors and Proofreaders**

To foster and encourage high standards of editing and proofreading and to uphold the professional status of editors and proofreaders. Mermaid House, 1 Mermaid Court, London SE1 1HR. Tel: 020 7403 5141 www.sfep.demon.co.uk

### **Society of Indexers**

Exists to promote indexing, the quality of indexes and the profession of indexing. Globe Centre, Penistone Road, Sheffield S6 3AE. Tel: 0114-281 3060 Fax: 0114-

281 3061 [www.socind.demon.co.uk](http://www.socind.demon.co.uk)

### **Society for Scholarly Publishing**

Aims to facilitate learning, communication, and the advancement of appropriate technologies among all those who are involved with scholarly communication. 10200 West 44th Avenue, Number 304, Wheat Ridge, Colorado 80033. Tel: 303 422 3914 Fax: 303 422 8894 [www.sspnet.org](http://www.sspnet.org)

### **STM (The International Association of Scientific, Technical and Medical Publishers)**

The key international forum for leading scientific, technical and medical publishers. Muurhuizen 165, 3811 EG Amersfoort, The Netherlands. [www.stm-assoc.org](http://www.stm-assoc.org)

### **SYP (The Society of Young Publishers)**

Open to anyone in publishing or a related trade (in any capacity) - or hoping to be soon. Originally intended for the 18-35 age group, over 35s can join as Associate Members. A forum for discussion, a contact point and a source of information, run entirely by a voluntary committee. Organises monthly meetings, a monthly newsletter, a jobs database, an annual training conference and other events. c/o The Bookseller, 12 Dyott Street, London WC1A 1DF. Tel: 020 7836 8911 E-mail: [thesyp@thesyp.demon.co.uk](mailto:thesyp@thesyp.demon.co.uk) [www.thesyp@demon.co.uk](http://www.thesyp@demon.co.uk)

### **UKSG (UK Serials Group)**

Aims to encourage the exchange and promotion of ideas on printed and electronic serials and the process of scholarly communication. Contact: Alison Whitehorn, Hilltop, Heath End, Newbury, RG20 0AP Tel: 01635 254292. Fax: 01635 253826. E-mail: [admin@uksg.org.uk](mailto:admin@uksg.org.uk) [www.uksg.org.uk](http://www.uksg.org.uk)

### **Welsh Library Association/Cymdeithas Llyfrgelloedd Cymru**

Asserts that high quality library and information services are a fundamental requirement for an informed, democratic and bilingual society in Wales and through its members seeks to make such services available to all. [www.llgc.org.uk/wla](http://www.llgc.org.uk/wla)

### **WiP (Women in Publishing)**

Aims to promote the status of women working in publishing and related trades by helping them to develop their careers. Information Officer, Women in Publishing, c/o The Publishers Association, 1 Kingsway, London WC2B 6XF. [www.cyberiacafe.net/wip/](http://www.cyberiacafe.net/wip/)

### **Women in Publishing Scotland**

An association of women interested or involved in the book industry to provide support, advice and training and discuss relevant issues. 12 Sunbury Place, Edinburgh EH4 3BY. Tel: 0131-225 6568 Fax: 0131-225 6971 [www.at-inform.com/wips/](http://www.at-inform.com/wips/)

## **10. Bibliography**

### *Benn's Media: UK*

A reference book, published annually by Miller Freeman Technical, Tonbridge. Contains a full A-Z listing of the main scholarly and professional journals (and magazines) published in Britain and details of their publishers. Less comprehensive than *Ulrich's* (see below), but potentially more helpful in that non-English language publications and publications which are not full-blooded journals (or magazines) are excluded.

### *the big guide: The Official Guide to University and College Entrance, UCAS* (Universities and Colleges Admissions Service)

Published annually. Contains details of all undergraduate university courses and admissions arrangements. [www.ucas.ac.uk](http://www.ucas.ac.uk)

*Bluff Your Way in Publishing*, Dorothy M Stewart, Ravette Books, revised 1993. Invaluable.

### *The Bookseller*

12 Dyott Street, London WC1A 1DF. Tel: 020 7836 8911.

Published weekly. The trade magazine of publishing and bookselling. Includes job ads.

### *Careers in Publishing and Bookselling*, June Lines, Kogan Page, 1994.

Provides a useful introductory overview to the different jobs in publishing and bookselling; and to career development in these industries.

### *Cassell Careers Encyclopedia*, Katherine Lea, 14th edition, Cassell 1997.

New editions published regularly. Includes background information on publishing - mostly book and magazine publishing.

### *Cassell and the Publishers Association Directory of Publishing*, Cassell, 2000.

New editions published annually. Provides a listing of publishers and their areas of interest; and information about others involved in publishing. Very useful in that the information in the latest edition is usually fully up-to-date. Also, the names of senior people within publishing companies and their job titles are given. However, some publishers who publish journals only, and no books, are missing. Also, stronger on UK, Europe and the Commonwealth than on the USA.

### *The Guardian*

MediaGuardian, published with the newspaper every Monday, contains lots of ads for jobs in publishing, including in journals publishing.

### *The Journal of Scholarly Publishing*

A scholarly journal published quarterly by the University of Toronto Press. No job ads. Contains heavyweight articles on recent advances in scholarly publishing.

### *Journal Publishing*, G Page, R Campbell and J Meadows, Cambridge University Press, 1997.

Written by leading experts on journals publishing.



### *Learned Publishing*

The journal of the Association of Learned and Professional Society Publishers. A scholarly journal (without job ads) published quarterly. Contains heavyweight articles on recent advances in scholarly and professional publishing.

### *The Literary Marketplace/The International Literary Marketplace*

New editions published annually by Bowker, London and New York. Provides a listing of publishers and their areas of interest; and information about others involved in publishing. *The Literary Marketplace* contains information about publishers and others in North America; *The International Literary Marketplace* contains information about those outside North America. The names of some senior people within publishing companies and their job titles are given. Published from North America; stronger on US publishers than *The Cassell Directory of Publishing*. Available in the UK from Bowker-Saur, Windsor Court, East Grinstead House, East Grinstead, West Sussex RH19 1XA. Tel: 01342-336140. [www.literarymarketplace.com](http://www.literarymarketplace.com)

### *Postgrad: The Directory of Graduate Studies*, Hobsons for CRAC (Careers Research and Advisory Council)

Published annually. Contains details of all postgraduate university courses and admissions arrangements. [www.postgrad.hobsons.com](http://www.postgrad.hobsons.com)

### *Publishing Business*, the Association of Graduate Careers Advisory Services 30 pages. Printed and distributed by the Higher Education Careers Service Unit (CSU).

Revised on an ongoing basis, this is one in a series of guides to graduate careers and is available in careers libraries of university and other higher education institutions or by post from: CSU Despatch Department, Armstrong House, Oxford Road, Manchester M1 7ED.

### *Publishing News*

39 Store Street, London WC1E 7DB. Subscriptions: tel 01903-775121; fax: 01903-782650. [www.publishingnews.co.uk](http://www.publishingnews.co.uk)

Published weekly. Includes news about the publishing industry and new titles - especially prospective best-selling books, aimed at a general audience.

### *Serials*

The journal of UKSG, published three times a year and supplied as part of the (inexpensive) membership package. Details from UKSG, Hilltop, Heath End, Newbury, RG20 0AP. Tel: 01635 254292. [www.uksg.org.uk](http://www.uksg.org.uk)

### *Ulrich's International Periodicals Directory*

Published annually since 1932 by Bowker, London and New York. A mammoth reference work, listing all periodicals currently published in all languages. Available in the UK from Bowker-Saur, Windsor Court, East Grinstead House, East Grinstead, West Sussex RH19 1XA. Tel: 01342-336140. [www.ulrichsweb.com](http://www.ulrichsweb.com)