Print Production Manager / Editor

External Relations

Closing date: 13 May 2018
Interview date: 8 June 2018
Vacancy reference: 6601
INTRODUCTION

This role is based in Brand Identity and Creative Services, which provides a range of creative outputs within the University of York’s Marketing department including photography, film, design, exhibitions and print production.

You will take the lead in the writing, editing, co-ordination and production of the Undergraduate and Postgraduate prospectuses and other marketing collateral. You will work closely with content producers and designers, having extensive editorial and proofreading skills and impeccable written English. You will have a good eye for design and a proven knowledge and enthusiasm for the latest developments in design and print technology. You will be used to working on multiple print projects with tight schedules, hitting deadlines and achieving high quality at all times. You will also work closely with the University’s in-house print service, co-ordinating print schedules, preparing print specifications and negotiating quotations.
Main purposes of the role

To play an integral part in the production of University corporate publications and other print marketing collateral, including the Undergraduate and Postgraduate prospectuses.

The post holder will bring strong editorial project management and proofreading skills to the role, with the ability to ensure accuracy and high quality at all times.

Key responsibilities

Production Management

- Lead on the production of key corporate marketing materials including the Undergraduate and Postgraduate prospectuses.

- Work with the editors and writers in the Content and Communications team to streamline the process for collecting, editing and writing content, so that it can be used for both digital and print, ensuring consistency across team members.

- Work closely with the Creative Team to shape page layouts for a wide range of publications from major publications like the Prospectuses to pull up banners and exhibition materials.

- Edit and proofread copy to ensure that it is clear, accurate and aligns with University style.

- Condense, simplify and summarise complex text and other written material when necessary.

- Develop and communicate to all relevant University stakeholders detailed content, editorial and production schedules for the University’s corporate print

- Collate text comments and approvals at the various proof stages from all relevant stakeholders ensuring a high degree of accuracy and attention to detail throughout the process

- Work with the Senior Graphic Designer to prepare specifications and briefs and obtain printers’ quotations and estimates

- Undertake the tendering process for the UG and PG prospectuses liaising with the University’s Print Solutions department and external printers

- Employ freelance editors, proofreaders and indexers when necessary, and manage their work

- Stay up to date with technical developments in design, print and digital publishing to ensure the University is at the forefront and is able to employ economies of scale in the area of print marketing

Measuring success

- Lead debrief meetings following receipt of new publications, ensuring that points raised are taken forward

- Lead focus groups and questionnaires to gain stakeholder insights and evaluate effectiveness of specific marketing initiatives, ensuring that points raised are taken forward

Brand management and quality control

- Promote and respond to queries on use of the University’s visual identity

Consultancy and training

- Advise staff on complex publication procedures such as copy preparation, styling, use of language, graphic design, typography, structure and page layout

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post.
# PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate degree</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Market research experience</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

## Knowledge

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extensive understanding of print production processes</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Demonstrable experience of writing for print and online with clear understanding of the key differences in target audiences</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Familiarity with specialist proofing software packages such as Adobe Professional, Page Plan or Proof HQ</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Up to date with technical developments in design, print and digital publishing and able to employ economies of scale in the area of print marketing</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

## Experience

<table>
<thead>
<tr>
<th>Experience</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong writing and proofreading skills, with the ability to effectively convey key messages and summarise or simplify information as required</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Excellent time management and organisational skills with ability to work on large number of concurrent projects meeting tight deadlines</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Possess tact and diplomacy when dealing with colleagues, particularly when persuading them to write to brief and to deadline</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Knowledge of market research techniques, monitoring and evaluation, such as communications audits and surveys</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Excellent IT skills</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Knowledge of design software such as InDesign, Illustrator and Photoshop</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Experience of working within a higher education setting</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Experience of marketing and public relations techniques</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

## Personal attributes

<table>
<thead>
<tr>
<th>Personal attributes</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>A keen eye for design and typography</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Able to work effectively as part of a team</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>A flexible, adaptable outlook</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Excellent interpersonal skills</td>
<td>E</td>
<td></td>
</tr>
</tbody>
</table>
THE DEPARTMENT

York is a very strong and globally-recognised institution with ambitious plans for the future.

In order to achieve its ambitions, the University recognises that effective marketing is critical to maintaining and strengthening its position in a globally-competitive higher education environment. Following a significant restructure, a new Marketing department was created in February 2017 in order to deliver an agile, responsive and professional service to support departments across the University. The new team aims to transform University marketing and provide high quality solutions and services.

This is an exciting opportunity to join a new team and to play a key role in the delivery of highly-effective marketing at York.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2017 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world's leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and one of just six post-war universities which appear in the world top 100 (2013-14) and 15th in the Times & Sunday Times league table (2016). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University aims to offer a nurturing and supportive environment as an employer. Flexible working hours, nursery facilities, childcare vouchers, cycle to work scheme, generous holidays and an attractive pension scheme all make the University of York one of the region’s leading employers.

For further information please visit our employee benefit pages.
The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York.

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6601
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 13 May 2018

What will I need?

We will ask you for details of:

- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and/or by answering questions.

Help and assistance

Direct any informal queries to jilly.lovett@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835