



## Job Description

<b>Job Title:</b>	Deputy Head of Publications
<b>Accountable To:</b>	Head of Publications
<b>Team:</b>	Communications
<b>Location:</b>	Head Office

### Our Vision

All BASC employees are expected to contribute to our vision:

**To ensure a guaranteed future for sustainable shooting sports in all their diversity as a widely enjoyed and important part of the environment, economy and culture.**

### Our Values

Our vision is supported by a set of core values which are being developed with our employees. The core values will define the standards and behaviours which are expected of all employees and all employees will be expected to work within the spirit of them.

### Job Purpose

Assist the Head of Publications in leading, co-ordinating and implementing the public face of the Association through its publications programme. Manage the Association's relations with contractors including advertisement sales and any printers, designers, photographers or other contractors required to produce BASC publications to the highest standard. Plan the publications budgets and monitor expenditure against the agreed annual budget.

### Principal Accountabilities

1. Produce and implement a publications strategy for BASC under the direction of the Deputy Director of Communications and Public Affairs.
2. Edit and publish all BASC magazines and newsletters such as *Shooting and Conservation* in both print and web formats.
3. Oversee the editing and publishing of *Fast Track* and other online publications.
4. Ensure effective consultation with relevant staff on all magazines and newsletters.
5. Edit and publish all BASC publications such as briefing sheets, guides, advice notes, Codes of Practice, books and any annual report or review ensuring effective consultation and co-operation with all relevant BASC staff and advisory committees.
6. Manage the publications team ensuring consistency of message, high standards of writing, corporate style and design.

7. Manage the work of the Communications Designers and ensure the competitive buying in of imaging, print reprographic and other such services.
8. Advise on the presentation of the Association's corporate identity on the web and at trade stands, fairs and exhibitions.
9. Assist in producing the annual budget submission for the publications team.
10. Assist with the press function of the communications department as necessary.
11. Assist in leading and motivating the publications team including setting and agreeing targets and work plans; conducting performance appraisals; and establishing personal development programmes.
12. Encourage and promote cross-team working particularly with the operational departments.
13. Co-operate with the country and regional directors on any publications they produce ensuring, in particular, that they conform to BASC corporate identity and style.
14. To develop ways of making the Association's publications more accessible to members and key audiences with which BASC communicates.
15. Ensure content that is suitable is provided to the digital content editor.

#### **Dimensions and Limits of Authority**

- The position is based at Head Office and will involve some travel throughout the UK. Therefore, the post holder is required to hold a current clean driving licence and have recent driving experience.
- Working hours are 35  $\frac{3}{4}$  per week. There may be occasions when the post holder works additional hours, in which case any significant hours worked over 35  $\frac{3}{4}$  will be allowed as time off in lieu, subject to approval by their line manager.
- Salary will be within the current range applicable for the role, dependent upon experience, and will attract a range of benefits including pension and private medical insurance.
- This role may be subject to a DBS check depending on your responsibilities.

#### **General requirements**

- Work diligently within the best of your ability to ensure you meet the requirements of your job description
- Always seek to continuously improve so that the highest quality standards are achieved
- Participate in internal/external meetings and training as required
- Positively participate in one-to-ones and appraisals
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with the Association's culture, values, aims and objectives
- Act as a positive ambassador for the Association at all times when dealing with members or representing the Association in other ways
- Positively contribute to the Association's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably be required

**NB: This job description forms part of the contract of employment of the post holder. It reflects the position at the present time only, and may be changed at management's discretion in the future. As a general term of employment, BASC may affect any necessary change in job content, or may require the post holder to undertake other duties, in consultation with the employee, provided that such changes are appropriate to the employee's remuneration and status.**

**I confirm that I have read and agree to carry out the duties and responsibilities contained in this job description.**

**Job Holder:**

Name (Please print): \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Line Manager – I agree this job description is an accurate reflection of the duties and responsibilities of the role:**

Name (Please print): \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



### Person Specification

<b>Job Title: Deputy Head of Publications</b>		
<b>Criteria</b>	<b>Essential or Desirable</b>	<b>Method of Identification</b>
<b>Qualifications</b>		
Professional qualification or experience in relevant field	Essential	Application
	Desirable	Application
<b>Proven Experience</b>		
At least two years' senior experience within a senior publications role	Essential	Application
Experience of driving high standards of service through innovative publications practice	Essential	Application/interview
Experience of working in a membership organisation	Desirable	Application/interview
Experience of dealing with the publishers, printers and other suppliers	Essential	Application/interview
Experience of managing and delivering quality publications on budget and on time	Essential	Application/interview
<b>Knowledge, Skills and Abilities</b>		
Outstanding negotiation and people skills	Essential	Interview
Business acumen	Essential	Interview
Able to work co-operatively and collaboratively	Essential	Interview
Knowledge of publications techniques	Essential	Interview
Able to motivate and enthuse others		
An eye for detail and accuracy	Essential	Interview
Time management, able to prioritise and achieve deadlines	Essential	Interview
Excellent verbal and written communication skills	Essential	Interview

Problem solving skills – able to work on own initiative	Essential	Interview
Sound IT skills	Essential	Interview
Knowledge of relevant best practice and innovation in the publications arena	Essential	Interview
Ability to master briefs quickly	Essential	Interview
<b>Other Attributes</b>		
Excellent team player	Essential	Interview
Able to work flexibly	Essential	Interview
Enthusiastic and approachable	Essential	Interview
Able to work positively within the spirit of BASC's vision and core values	Essential	Interview