

JOB DESCRIPTION

Vacancy Ref: N830

Job Title:	Development Coordinator	Present Grade: 6P
Department/College:	<i>New Phytologist</i> , Lancaster Environment Centre	
Directly responsible to:	Deputy Managing Editor, <i>New Phytologist</i>	
Supervisory responsibility for:	none	
Other contacts		
Internal:		
Central Office staff (Managing Editor, Peer Review Manager, Production Manager, Editorial Assistant – Intern, two Administration Assistants), ISS staff, faculty and departmental staff		
External:		
Editor-in-Chief, Trustees, Trust Treasurer, 27 Editors, 92 Advisors, 10 Co-Editors, Plant Scientists (e.g. authors, reviewers, symposium delegates), Wiley-Blackwell Publishing staff (Journals Publishing Manager, Marketing Manager, Production Editor), Website Service provider, Media specialists, Conference and Events services, Print and Design specialists, Academic Publishing Societies, Academic and Office services		
Major duties:		
1. Online presence development (35%):		
a) Formulation of a strategic plan and execution of projects to enhance the outreach of the journal and trust through online initiatives (including press releases and social media). Links with task 2.		
b) A major contributor, possibly assuming a lead role as the post develops, in a working group to improve the functionality of the online journal (e.g. content enrichment).		
c) Updating the <i>New Phytologist</i> journal homepage www.newphytologist.com (i.e. highlights of new issue, current features, news and highlights etc.) and coordination of promotional material on the online journal webpages (currently hosted by Wiley Online Library).		
d) Maintaining and developing the New Phytologist Trust website (www.newphytologist.org). (A content management system will be used, but web authoring skills are not a necessity).		
2. Coordination and implementation of marketing activities to promote and improve the outreach of the journal and the charitable work of the New Phytologist Trust world-wide including (30%):		
a) Development of annual marketing plans that enhance the online presence of the organization and the production of year-end reports that include analysis and review. Marketing strategies will include, but are not limited to, coordinating the issue of press releases, social media strategy and other promotional activities using traditional and new media approaches to complement online presence development activities as outlined above.		
b) Selection of key meetings and design of innovative exhibition displays that ensure that the journal's promotional activities are at the cutting edge of scientific publishing.		
c) Representing <i>New Phytologist</i> at scientific meetings. (task shared with others in the office)		
d) Writing marketing copy (e.g. fliers, email campaigns) and producing promotional items (e.g. pens, calendars, USB sticks).		
e) Liaison with publisher regarding marketing activities to ensure value for money.		
3. Organization of New Phytologist Symposia and Workshops (20%). Event organization will be shared with the Deputy Managing Editor, but the role holder will play a key role in developing innovative meeting formats through digital media. General tasks will also include some or all of the following depending on how workload is shared:		

- a) Coordination of finance budgets/setting of registration fees.
- b) Development of speaker programme in collaboration with scientific organizers.
- c) Venue and accommodation arrangements.
- d) Coordinating design of symposia logos and websites.
- e) Coordination of grant applications and poster presentations.
- f) On site management of meetings at venue.
- g) Post-meeting updates (e.g. meeting reports, photos).
- h) Overseeing some administrative support for the symposia (e.g. registration process, compiling book of abstracts, etc).

- 4. Office IT management.** To be responsible for development and implementation of IT systems to meet office needs, to resolve issues (either by self or through liaison with ISS), and to ensure that procedures for good working practices (e.g. data and email back-ups) are in place and adhered to. **(5%)**
- 5.** To be sufficiently familiar with peer review and production procedures so that adequate cover can be provided on a regular basis. **(5%)**
- 6.** To undertake other duties as required by the Managing Editor (e.g. preparation of papers/marketing analyses for annual editorial meetings, cover for other members of the office). **(5%)**