

## Job purpose and key accountabilities

<b>Job title</b>	Head of publications
<b>Purpose of role</b>	To lead, co-ordinate and implement the public face of the association through its publications programme.
<b>Directorate</b>	Communications
<b>Reporting line</b>	Deputy director of communications & public affairs

### Our vision

All BASC employees are expected to contribute to our vision:

Fight for sustainable shooting and conservation of the countryside.

### Key accountabilities and responsibilities

Lead, co-ordinate and implement 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 & 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 and offline publications.
4. Ensure effective consultation with relevant staff on all magazines and newsletters.
5. Edit and publish 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. Produce the annual budget submission for the publications team.
10. Assist the wider communications department with sourcing, creating and publishing online and offline content as necessary.
11. Leadership and motivation of 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.

<b>Experience</b>	<b>Essential skills, knowledge and achievements</b>
<p>Graduate and /or professional qualification.</p> <p>At least two years' senior experience within a senior publication role</p> <p>Experience of driving high standards of service through innovative publications practice</p> <p>Experience of working in a membership organisation</p> <p>Experience of dealing with publishers, printers and other suppliers</p> <p>Experience of managing and delivering quality publications on budget and on time.</p>	<p>Outstanding people skills.</p> <p>Awareness of developments in publications and how best to source and create relevant content, analysing data to adjust strategies accordingly.</p> <p>Able to work co-operatively and collaboratively.</p> <p>Ability to work independently in high-pressure situations, frequently acting without guidance and giving leadership and direction to a team.</p> <p>Planning and accomplishing tasks / projects without external guidance.</p> <p>Full knowledge of media law and its relevance to a senior role. Able to advise others on issues relating to media law.</p> <p>Ensure personal training and role-specific development is maintained.</p> <p>A stickler for detail and accuracy, while never missing a deadline.</p> <p>Excellent verbal and written communication skills</p> <p>Ability to master complex briefs quickly and often manage multiple complex issues at the same time.</p> <p>Possess the skills to assimilate complex corporate issues and have an awareness of how to represent issues to protect reputation.</p> <p>Ability to secure external contacts at a senior level and maintain and develop those contacts to promote the association's strategic positions.</p>

## General requirements

BASC head office is based in Marford Mill, Rossett, with country and regional offices across the UK. This role can be home-based, although some travel to Head Office will be required.

We have an agile working approach, with our core hours being between 8.30 – 5.30 Monday – Friday. We do expect some weekend and out-of-hours working to support our membership engagement. Your working hours are stated in your contract of employment.

You are expected to be flexible, agile and willing to undertake any other duties that may be reasonably required.

All our employees must always act as a positive ambassador for the association when dealing with members or representing the association in other ways.

<b>Essential requirements for role</b>	<b>Delete as necessary</b>
Driving licence	YES
DBS check	NO
Firearms certificate	NO
Shotgun certificate	NO

Name

Signature

Date