



Job Description - Publishing Director

Windhorse Publications

General objective:

To develop Windhorse Publications into a lively and strong Buddhist publisher that harmonises with the teaching of Sangharakshita and serves Triratna while ensuring the commercial success and sustainability of the business.

Leading the organisation and team

- Develop overall Strategy in conjunction with Trustees and Operations Manager.
- Work to develop the business model to respond to changes in printing and distribution possibilities, and publication formats.
- Look for opportunities, take initiative and be proactive in the ways in which Windhorse Publications serves Triratna and grows its publications list and offerings.
- Recruiting, inspiring and supporting a skilled team.
- Maintaining the spirit of right livelihood and offering some *kalyana mitrata* to the team as appropriate.

A link to the order and movement

- Responsible for liaison with bodies and individuals across Triratna including through ECA meetings, the Sikkha project, Literary Executors, College, and the Order.
- To be a face and voice of Windhorse Publications to the sangha and public.

Finance and Fundraising

- Raise money for the sustainability of WP through grant and individual fundraising.
- To take a strategic view of finances and, with help from the Accountant and Operations Manager, provide reports for trustees and plans so that the business is viable financially.

Commissioning

It is possible for the new director to share responsibility for commissioning and developmental editing.

- Be proactive in finding leads for new books and publications projects and working with the editorial board to make decisions on what to publish.
- Develop editorial strategy in conjunction with Editorial board, Trustees and with input from the team.
- Commissioning new books from Triratna and other authors, and beyond.
- Doing the work of developmental and structural editing with commissioned titles.
- Commissioning courses and other media as appropriate.

- Commissioning of cover designs for front list and series titles, in conjunction with the Publishing Controller.
- Liaison with authors and potential authors.

Editorial

- Responsibility for the look, trim size and layout of front list, back list and any new titles and other publishing initiatives, in conjunction with the Publishing Controller.
- Decisions on pricing and means of print and distribution for the front list.
- Editorial decisions on the back list – ie with the Operations manager, decide what to keep in stock, print, and availability through different channels.

Communications

- With the team, produce content for communications including newsletters, interviews, podcasts, book launches and other formats as appropriate, and maintain consistency and quality of communications.
- Work on special campaigns including sponsorships, releases, and for example, the 50th anniversary communications.

Marketing

- Work out pitches, stories and ways of presenting new books to a wide range of audiences and presenting these in the metadata and communications.
- Support the work of the Marketing Coordinator through writing copy for metadata, image sourcing, suggesting locations for review, identifying endorsers, and preparing authors for book marketing campaigns.

Rights management and author contact

- Manage all contracts for authors, translations, permissions, and any other special rights issues such as audio, app, or other media.
- Help guide authors through the publishing process.