

Finding Opportunities in an Editorial Career

Erin McMullan
Editorial Director

The Kaufman Wills Fusting Companies

Consulting

KWF is the leading management consultancy serving the scholarly publishing community.

Partners: Cara Kaufman and Fred Fusting

Founded: 2000

Staff: 15

Editorial Services

KWF-ES provides a customized, cost-effective, virtual back office to support for journal operations.

Partners: Marjory Spraycar, Cara Kaufman, Fred Fusting

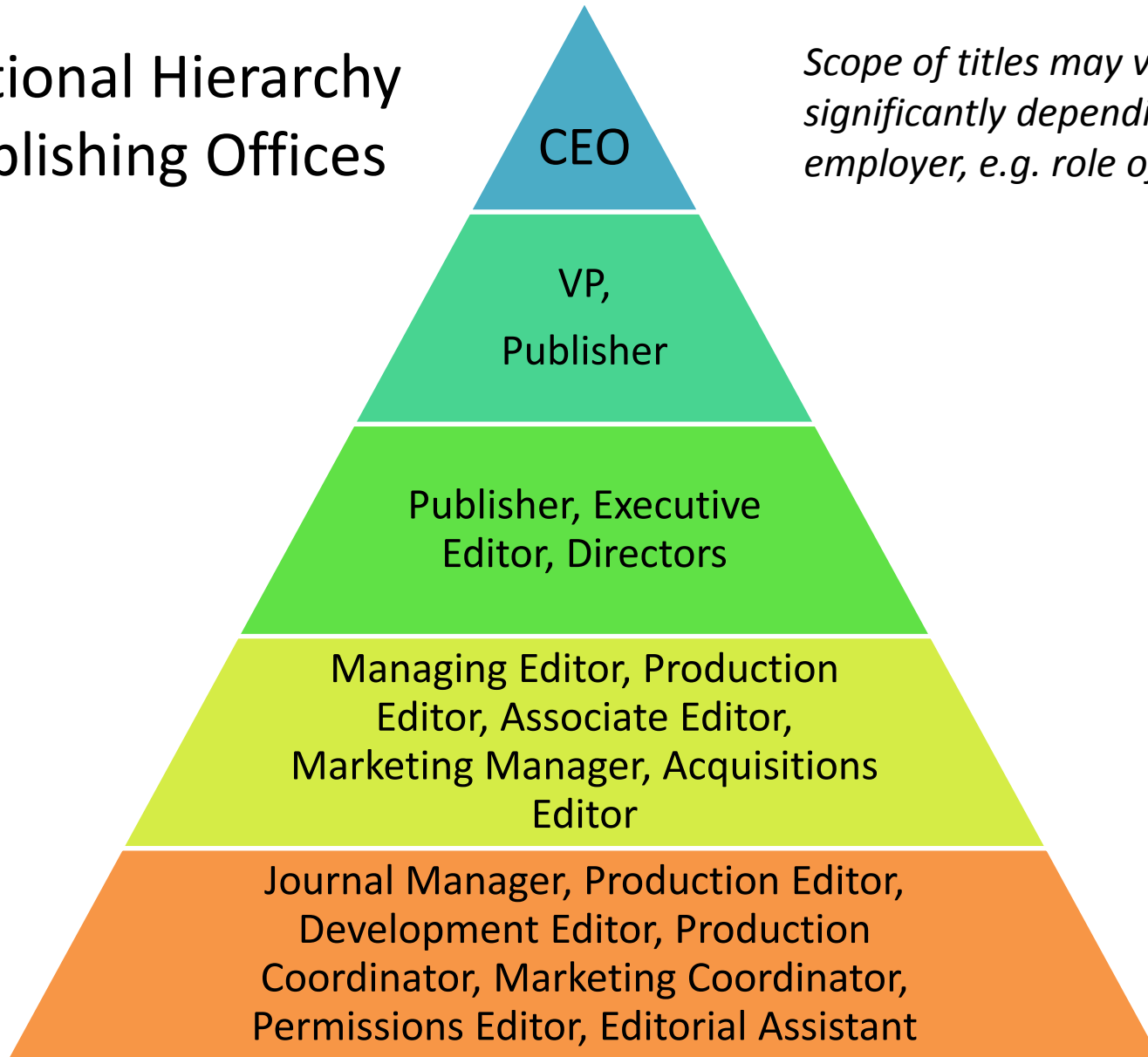
Founded: 2009

Staff: 75+

A Bit About Me

- Started as an Editorial Assistant in 1996 at Lippincott-Raven Press
- Roles as Assistant Acquisitions Editor and Developmental Editor for books and other digital content (Lippincott Williams & Wilkins)
- Journals publisher for Ophthalmology portfolio (LWW/Wolters Kluwer Health)
- Society Publishing: Managing Editor at the American Association for Cancer Research
- Editorial Director, KWF-ES

Traditional Hierarchy in Publishing Offices

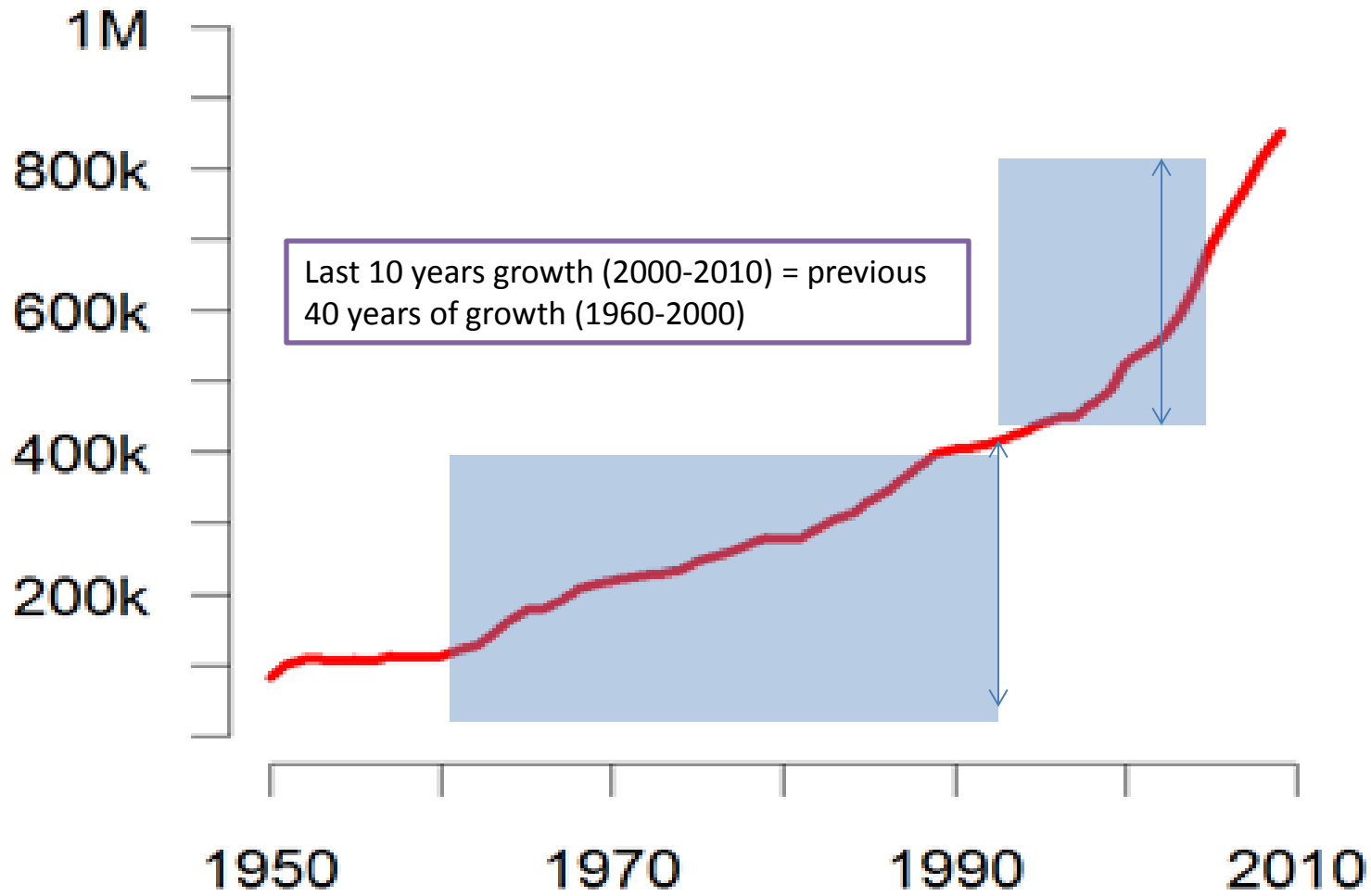


*Scope of titles may vary
significantly depending on
employer, e.g. role of Publisher*

Trends in Publishing

- Digitalization
- Globalization
- Increased Funder Mandates
- More articles published than ever, faster than ever
- Open Access
- Author as Customer

MEDLINE-indexed articles published per year



Readership

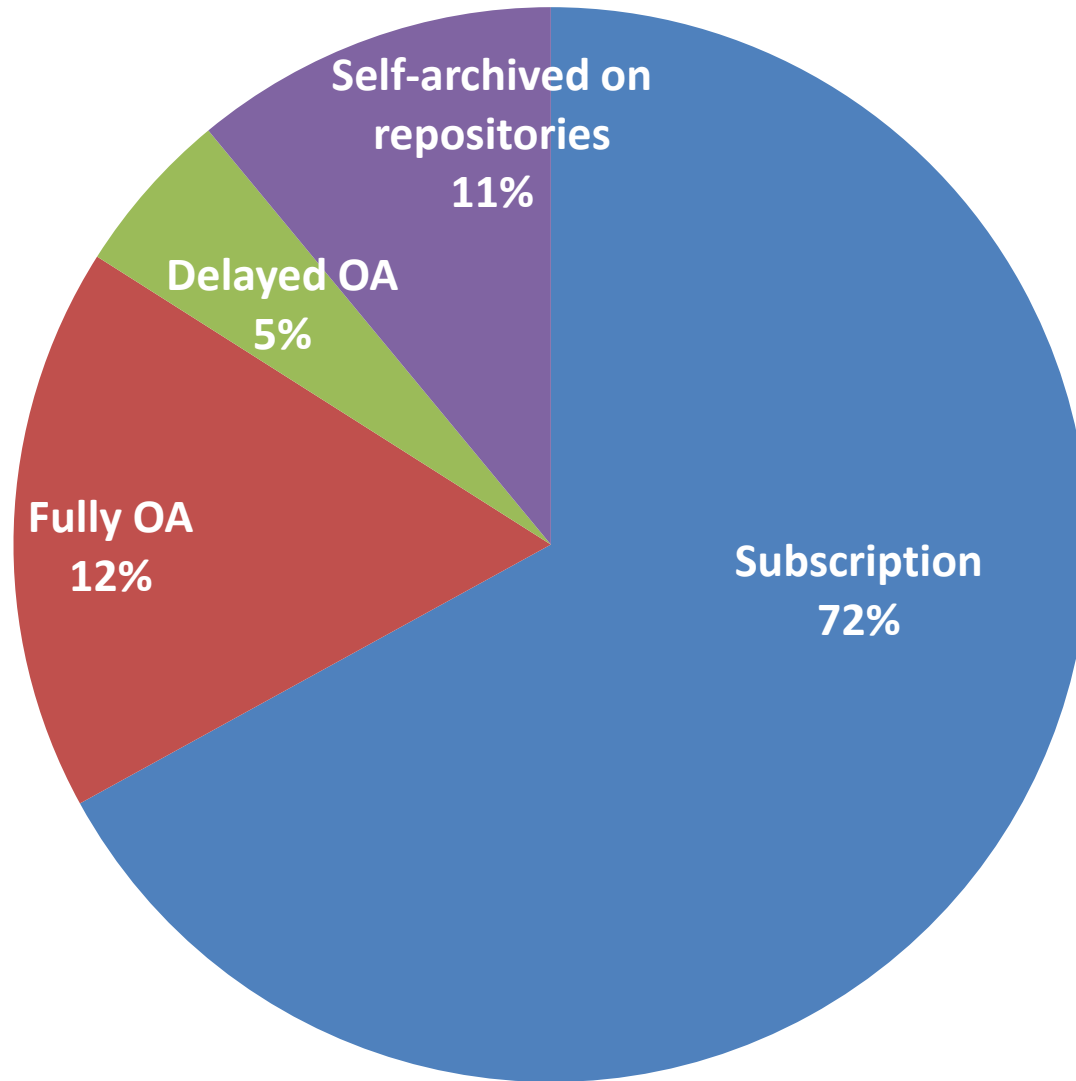
University faculty reported reading 270 articles per year in mid-2000s—100 more than in mid-1990s.

Readers relying more on search than browsing to identify and navigate to content.

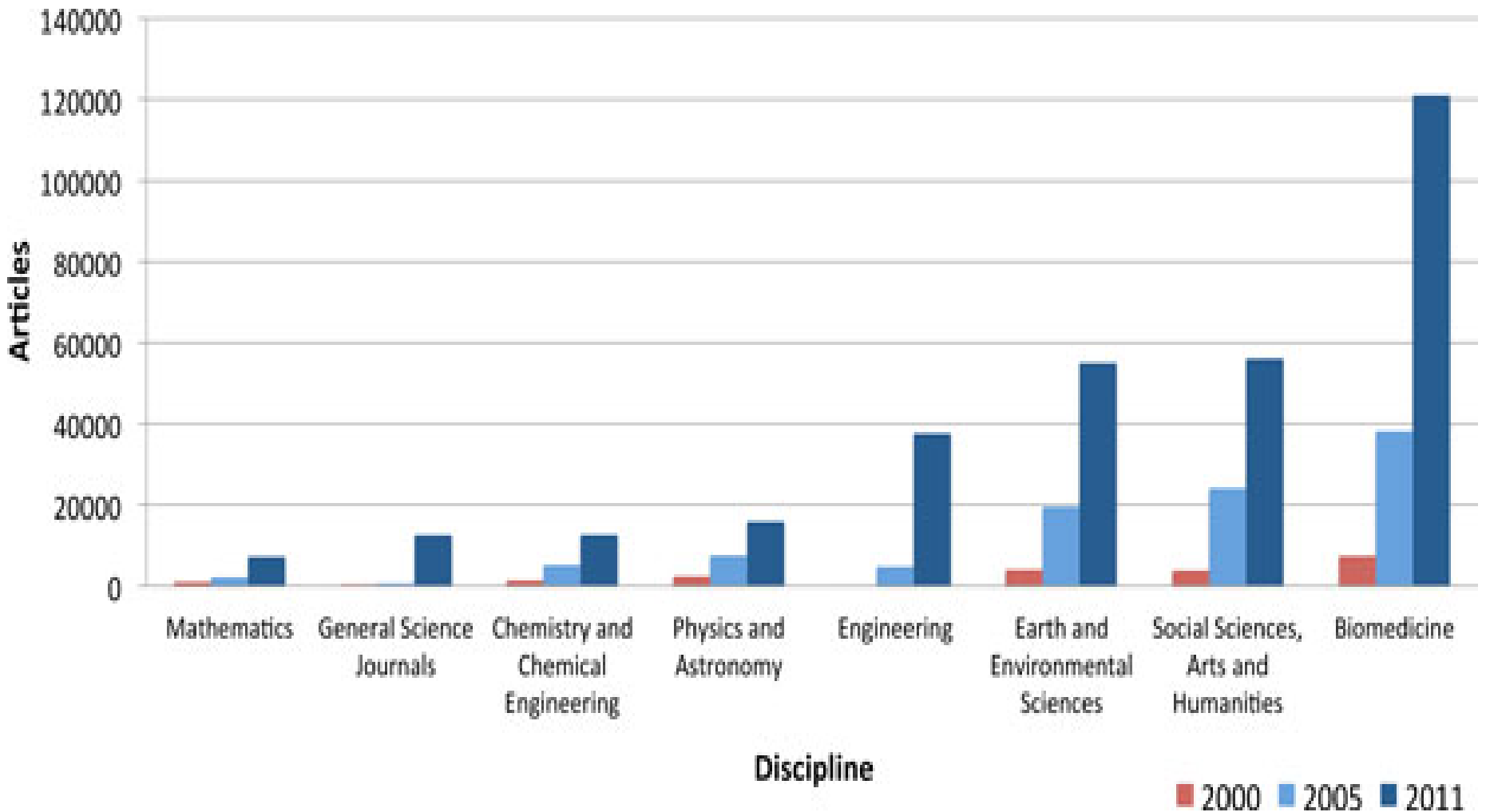
University faculty spent less time with each article: 30 minutes in mid-2000s vs. 45 to 50 minutes in mid-1990s.

Researchers rarely interact with publisher sites but rather navigate quickly to desired content.

Access to Total Articles Published, 2011



OA Article Growth by Discipline



Impact of Trends on the Editorial Office

- Comfort with technology is key: Get that experience ASAP
- Diversity of experience is desirable
- Remote work opportunities are growing
- Generational change may create opportunity
- Authors are customers: know them and understand good customer service and editorial best practice

Strategic Career Planning

- What do I want?
- What do I know and what do I need to know?
- Who do I know?
- What steps can I take now? (Warning: These may be outside your comfort zone)
- Repeat (Remain flexible)

Growth Where You Are

- Look in your own backyard; where are the opportunities
- Ask not what your mentor can do for you but what you can do for your mentor
 - Seek responsibility to learn/help/solve a problem
- Track your accomplishments and put them in context
- Consider roles outside the track you're currently on and be willing to take a lateral move

Time to Look Elsewhere?

- Recognize limited opportunities to advance or learn new skills; sometimes small is small
- Sometimes small is big: can you grow by moving to a smaller organization?
- Look at job boards
- Have your resume ready for quick response
- Review your social networking profiles
- Contact recruiters who specialize in your interest area

How Recruiters Work

- Recruiters vary: some paid only if first to fill the role, some contracted to fill a specific role
- Personal networks and candidate database
- Some seek candidates working for competition
- Vet candidates and present the best to clients
- Prepare candidates; client's time is valuable
- Success= filling the role + smooth process

Preparation Counts

- Research thoroughly: reputation, size, products, history, philosophy, culture and mission of organization
- Accomplishment stories: geared to the position and company
- Prepare questions to ask during your interview
- Positioning statement – “tell me about yourself...”
(Relevant responses!)
 - I am a Production Editor with 14 years of experience managing...
 - In my last position I was responsible for...
 - One of my strengths is...

Present Your Accomplishments

- Did you identify a problem? What were the results?
- Did you introduce a new system or procedure that made work easier or more accurate?
- Did you save the company money?
- Did you participate in planning or decision making? What were the results of your efforts?
- Were you a liaison between departments? How were you able to make things run more efficiently?

Know your story!

- Situation – describe the situation
- Obstacles – describe what obstacles you faced
- Actions – list the actions you took
- Results – describe the results you helped to achieve and how it benefited your employer

Final Thoughts on Interviews

- Do not go on interviews to test the waters
- Know who you will be meeting
- Arrive a few minutes early, dressed professionally
- Bring extra copies of your resume
- Be positive; do not complain
- Listen carefully
- Smile and make eye contact
- Follow with a thank you within 24 hours
- Impressions will last

Thank you!



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