

# Publishing House Positions and Responsibilities

## Executive Leadership

### Publisher

- Sets the strategic vision and tone for the publishing house or imprint
- Oversees the entire operation from acquisition through sales
- Makes final decisions on major acquisitions and publishing strategies
- Represents the publishing house to the industry and public
- Manages relationships with key authors and agents

## Editorial Department

### Acquisition Editor

- Finds and acquires new books and authors
- Reviews manuscripts and book proposals
- Negotiates with literary agents and authors
- Determines which books align with the publisher's vision
- Presents potential acquisitions to editorial board and publisher
- Builds and maintains relationships with agents and authors

### Developmental Editor

- Works with authors to develop and refine manuscript content
- Provides feedback on structure, plot, character development, and overall flow
- Helps authors strengthen their work through substantive editing
- Ensures the book meets quality standards and market expectations
- May work with authors through multiple drafts

### Copy Editor

- Reviews manuscripts for grammar, spelling, punctuation, and style
- Ensures consistency in formatting and style throughout the manuscript
- Checks facts and references for accuracy

- Applies house style guidelines
- Marks up manuscripts for typesetters
- Has college degrees in grammar and follows publisher standards

## **Managing Editor**

- Oversees workflow of manuscripts from editorial through production
- Coordinates with editors and production team
- Maintains and monitors publishing schedules
- Ensures deadlines are met for finished books and advanced materials
- Manages editorial staff and resources

## **Editorial Assistant**

- Provides administrative support to editors
- Reads and evaluates manuscript submissions
- Communicates with authors and agents
- Prepares manuscripts for production
- Handles correspondence and scheduling

## **Production Department**

### **Production Manager**

- Oversees the pre-press and manufacturing process
- Works with printers, book manufacturers, and vendors
- Ensures books are produced within timeframe and budget
- Manages production schedules and quality control
- Coordinates with editorial and design teams

### **Typesetter/Formatter**

- Formats manuscripts according to design specifications
- Creates page layouts and typography
- Prepares files for printing
- Implements corrections and revisions
- Ensures consistent formatting throughout the book

### **Digital Production Specialist**

- Develops all eBook formats (standard and enhanced)

- Converts titles into different digital formats
- Makes corrections to existing eBook files
- Works with vendors on digital production
- Ensures digital books meet quality standards

## **Creative Departments**

### **Art Director**

- Leads the jacket art department
- Creates cover designs that attract target audiences
- Manages team of designers
- Ensures visual branding consistency
- Collaborates with marketing and editorial teams

### **Book Designer**

- Designs book interiors
- Creates layout templates and typography schemes
- Ensures readability and visual appeal
- Collaborates with production team
- Maintains design standards across publications

### **Promotion Designer**

- Creates seasonal publisher catalogs
- Designs marketing campaigns and materials
- Produces promotional assets for digital and print
- Works with marketing team on visual strategy
- Ensures brand consistency across promotional materials

## **Legal and Contracts**

### **Contracts Manager**

- Drafts and manages author and illustrator contracts
- Negotiates terms with authors and agents
- Communicates contract details to internal departments
- Handles publishing rights, advances, royalties, and due dates
- Ensures all legal requirements are met

## **Legal Counsel**

- Protects publishing house against potential lawsuits
- Reviews sensitive material for legal issues
- Handles intellectual property matters
- Advises on copyright and trademark issues
- Manages legal disputes and litigation

## **Sales Department**

### **Sales Director**

- Develops and implements sales strategies
- Manages relationships with major retailers and distributors
- Sets sales targets and monitors performance
- Leads sales team and coordinates with marketing
- Reports on market trends and sales data

### **Sales Representative**

- Sells books to bookstores and distribution outlets
- Negotiates placement in stores (front tables, displays)
- Presents new titles to buyers
- Maintains relationships with booksellers
- Provides market feedback to publisher

### **Educational Sales Specialist**

- Focuses on selling to schools, colleges, and libraries
- Understands educational market requirements
- Attends educational conferences and events
- Works with curriculum developers
- Builds relationships with educational institutions

## **Subsidiary Rights**

### **Subsidiary Rights Manager**

- Sells contractual rights to use book content in various forms
- Handles foreign translations, film/TV adaptations, audio rights
- Negotiates licensing agreements

- Maximizes revenue from rights sales
- Represents publisher at book fairs and rights markets

## **Foreign Rights Specialist**

- Focuses specifically on international rights sales
- Works with foreign publishers and agents
- Understands international markets and trends
- Negotiates translation rights
- Attends international book fairs

## **Marketing and Publicity**

### **Marketing Director**

- Develops marketing strategies for individual books and imprints
- Coordinates efforts across promotion, advertising, and digital
- Allocates marketing budgets
- Analyzes market trends and consumer behavior
- Works closely with sales and publicity teams

### **Publicist**

- Generates media exposure for books and authors
- Pitches to newspapers, television, radio, websites, and bloggers
- Arranges author interviews and appearances
- Organizes book tours, signings, and events
- Builds relationships with media contacts

### **Social Media Manager**

- Manages publisher's social media presence
- Creates content strategies for book promotion
- Engages with readers and builds online community
- Monitors social media trends and analytics
- Collaborates with authors on social media campaigns

### **Digital Marketing Specialist**

- Implements online marketing campaigns
- Manages email marketing and newsletters

- Optimizes website content for SEO
- Runs digital advertising campaigns
- Analyzes digital marketing metrics

## **Support Departments**

### **Finance Manager**

- Monitors profit and loss for each book
- Manages expenses and budgets
- Handles author royalties and payments
- Provides financial reporting and analysis
- Forecasts sales and financial performance

### **IT Specialist**

- Maintains technology infrastructure
- Supports software and hardware needs
- Implements new technology solutions
- Ensures data security and backup
- Provides technical support to staff

### **Human Resources Manager**

- Recruits and hires talent
- Manages employee benefits and policies
- Handles staff development and training
- Addresses workplace issues and concerns
- Ensures compliance with employment laws

### **Warehouse Manager**

- Oversees inventory management
- Manages shipping and distribution
- Coordinates with sales and production
- Ensures efficient order fulfillment
- Maintains stock levels and storage systems