



## Job Description – December 2009

<b>Positions:</b>	<b>Commissioning Editor</b>
<b>Department:</b>	Publishing
<b>Location:</b>	Melbourne, London, Oakland
<b>Responsible to:</b>	Assistant Regional Publisher
<b>Communicates &amp; Cooperates with:</b>	Authors, Author Liaison Manager, Author Recruitment Manager, other Commissioning Editors, Regional Publishing Managers, Assistant Regional Publishers, Freelance Commissioning staff, Publishing Special Projects Manager, Product Marketing Manager, Project Managers, Design and Production colleagues, Guidebook Publisher, Sales & Marketing, Digital Publishing and the Publishing and Author Services Unit.

### Position Overview:

The position of Commissioning Editor (CE) works as an integral part of Lonely Planet's global commissioning team. Commissioning Editors are responsible for identifying, commissioning and managing authors of high-quality regional content for print, digital and mobile travel products, to meet Lonely Planet's global and regional content strategies. Individual Commissioning Editors have a specific geographic area for which they are responsible, as well as a list of specific guidebook titles for which they are the product owner. These may change from time to time according to business needs.

The Commissioning Editor is responsible for making publishing decisions that maximise gross margin growth of their regional lists, maintaining travel and market trend knowledge, ensuring Lonely Planet content strategy and consumer needs inform Lonely Planet products and travel information. The role is responsible for creative publishing input into titles, managing the commissioning process from product costing through to submission to Production and for ensuring that market and financial factors are fully considered both before and during the commissioning process. Some publishing project work may also be undertaken.

### Key Result Areas:

#### Gross Margin Accountability

- Manage a regional guidebook list to maximise Gross Margin. Specifically, this means managing costs within budget, ensuring that all commissioning and submission deadlines are hit and having a content plan for revenue growth
- Influence other areas within business that impact GM\$ (e.g. identify opportunities for sales and marketing, influence cover image selection)

### **Guidebook & Content Strategy**

- Apply and support global and regional guidebook publishing strategies to regional list and individual tiles (current and future lists).
- Apply and support global and regional content strategies to other content types (e.g. digital, wireless) as appropriate.
- Manage Lonely Planet's author and contributor pool to submit the best quality content on time and to the required production templates.
- Source the best contributors for Lonely Planet content and share these contacts within the business where appropriate
- Gather market and travel trends and apply them regionally to ensure Lonely Planet content meets the needs of travellers
- Apply destination publishing knowledge to other areas of the business as required.
- Work with sales and marketing (global and local) to maximise success of titles in market
- Communicate suggestions for process improvement to the Publishing Process Manager (and the team as appropriate).
- Assist with the trialling and implementation of agreed new or improved processes
- Manage workload and maintain the local CE schedule with the Regional Publisher.
- Work flexibly as part of the global publishing team, taking on work from other CEs as required.

### **Publishing Project Work**

- Support the delivery of publishing and author projects from conception through to implementation.
- Liaise with project key stakeholders and contribute to project planning and implementation activities.
- Assist with project management with regard to scope, objectives, time, and budget.

### **Teamwork & Communication**

- Work as part of the Lonely Planet community to create a positive, tolerant and harmonious work environment
- Deal with all staff in a helpful, courteous and respectful manner
- Communicate ideas which may improve the efficiency, performance or standards of your department and be open to the consideration of new ideas
- Actively participate in the giving and receiving of constructive feedback to ensure understanding and open team relationships
- Proactively work toward achieving your team and individual goals, demonstrating Lonely Planet's relevant Core Competencies in 'how' you go about achieving outcomes.

### **Policies & Procedures**

- Actively ensure that the workplace is kept free from harassment, bullying behaviour and discrimination through thoughtful behaviour and leading by example
- Work in accordance with Lonely Planet policy and procedural guidelines
- Comply with all Occupational Health and Safety guidelines, reporting any potential risks or hazards
- Follow safe work practices for self and others.

### **Key Skills / Experience / Knowledge / Qualifications / Attributes:**

#### **Essential:**

- Tertiary qualifications
- Ability to analyse and interpret trend information to identify new content and product opportunities.
- Ability to acquire, develop and manage a large number of projects simultaneously, on schedule, within budget, and with minimal supervision.

- Highly creative and flexible approach to projects, with sound commercial knowledge, a strong feel for what works, strong entrepreneurial skills and plenty of initiative.
- Strong problem-solving and negotiation skills
- Excellent communication and interpersonal skills.
- Work well under pressure.
- Passion for travel.

**Desirable:**

- Relevant regional knowledge
- Widely traveled
- Strong editorial experience