

# Finding Opportunities in an Editorial Career

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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 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

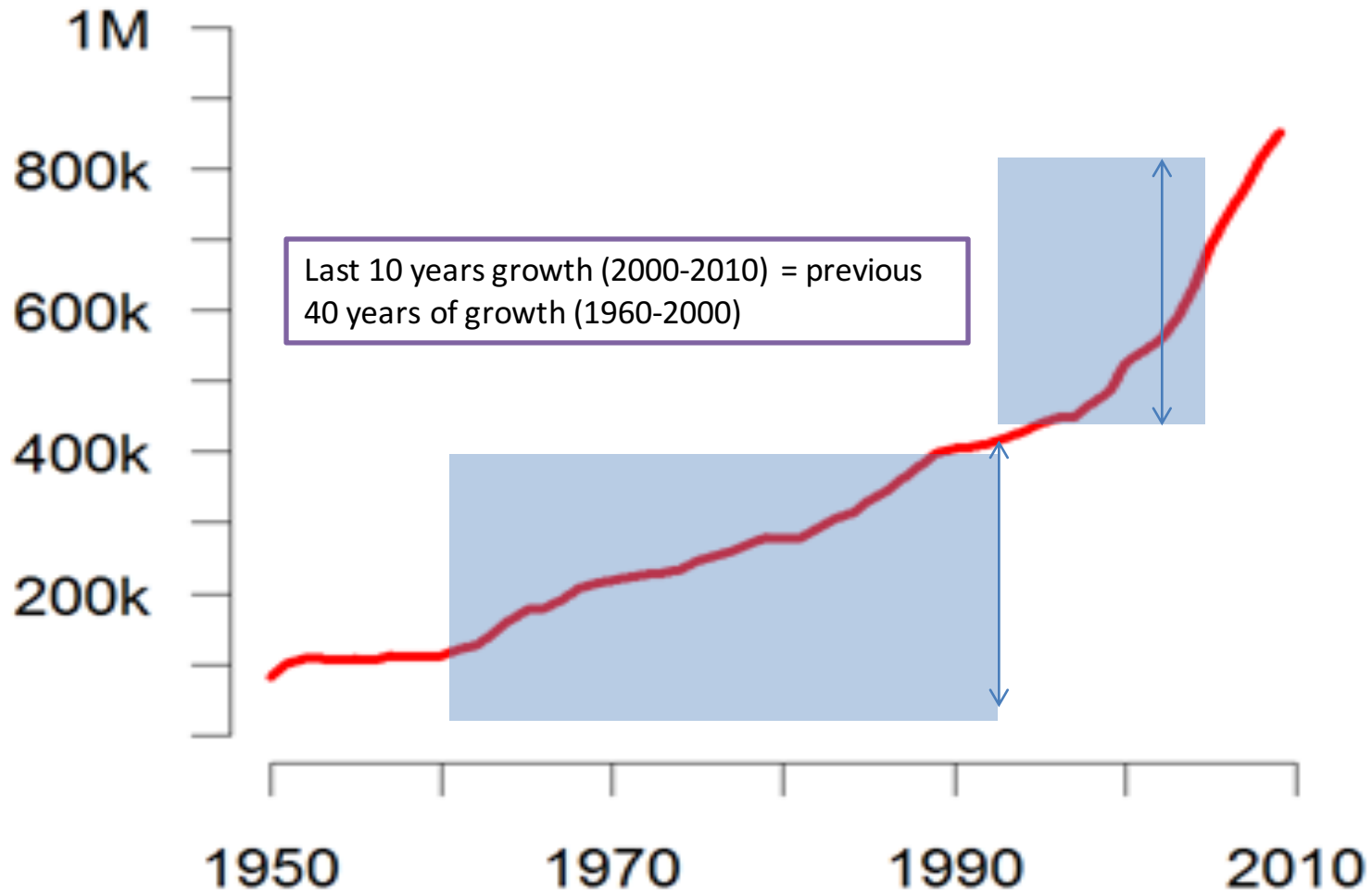


*Scope of titles may vary significantly depending on employer, e.g. role of Publisher*

# 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

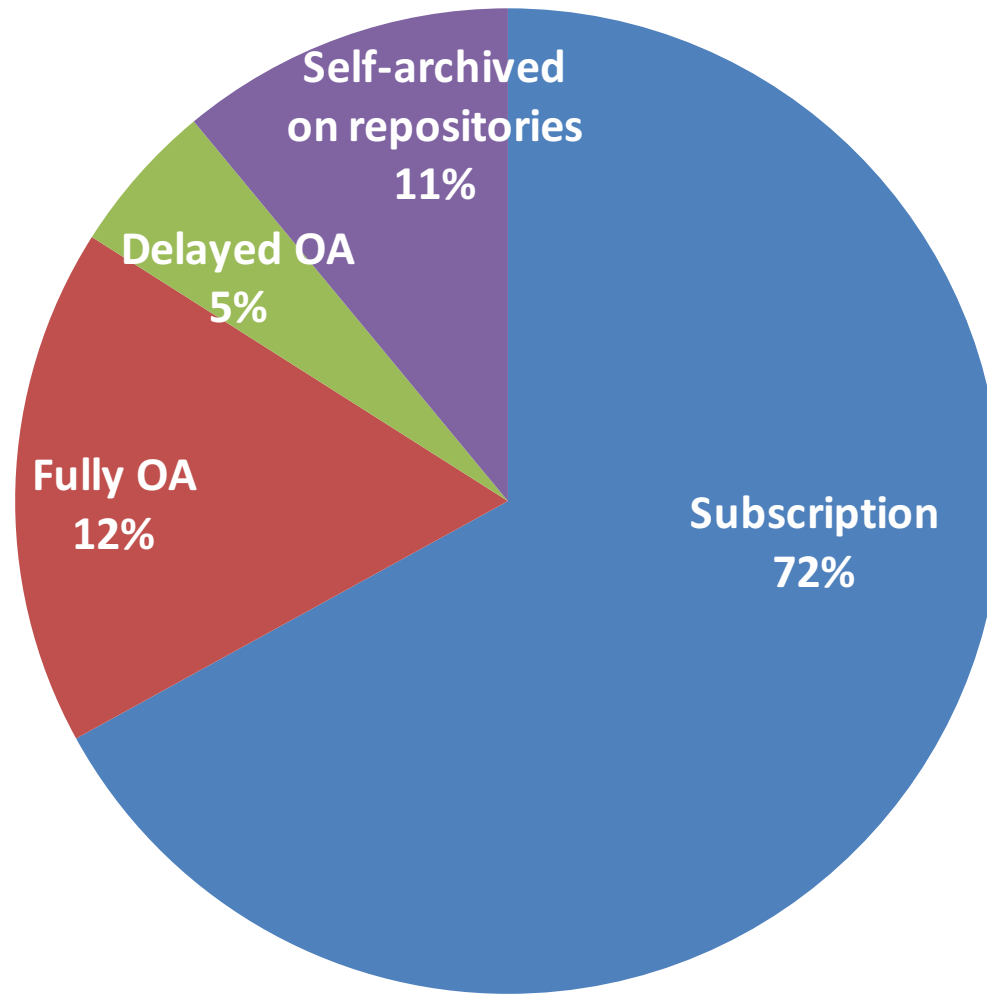
University faculty reported reading 270 articles per year in mid-2000s—100 more than in mid-1990s.

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

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

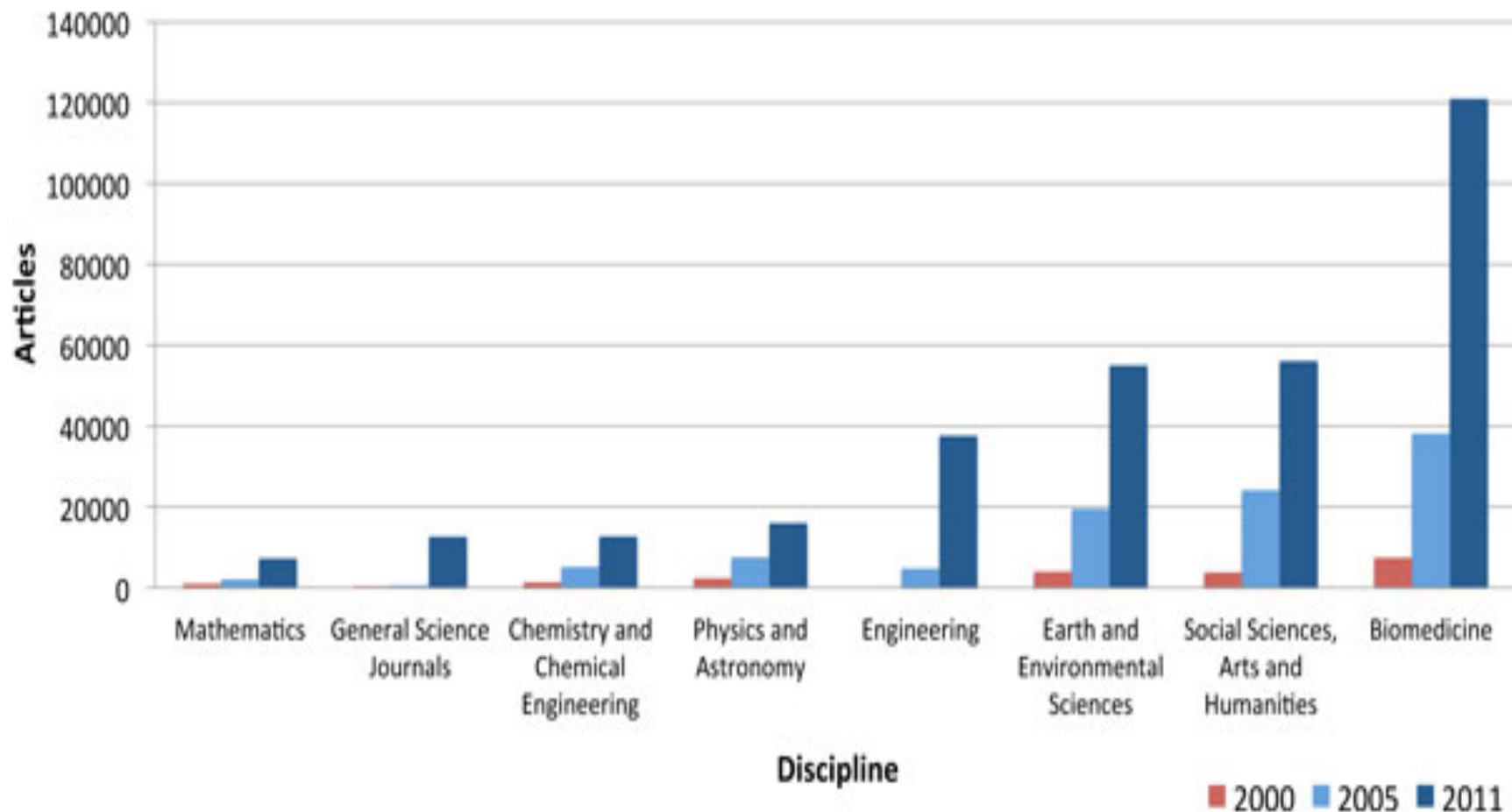
Researchers rarely interact with publisher sites but rather navigate quickly to desired content.

# Access to Total Articles Published, 2011





# OA Article Growth by Discipline



Anatomy of open access publishing: a study of longitudinal development and internal structure; Mikael Laakso and Bo-Christer Björk; *BMC Medicine* 2012, 10:124.

# 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 water
- 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!*