

Job Description

Production Director

October 9, 2014

Berrett-Koehler Publishers is seeking a Production Director to lead the design and production functions in the company. Berrett-Koehler is a uniquely author-friendly and participatory book publishing company. The Production Director will be responsible for producing and manufacturing books, but as the publishing industry is rapidly changing will also be a key staff member in developing new kinds of content and new means of distributing content. Please go to www.bkconnection.com to see some of our products and important documents; many of those documents are found on that site under Our Community/Resources/Publishing Documents. At present the Production Director will collaborate with department staff members and share responsibilities with them as appropriate to company needs and staff abilities. We anticipate that two key production staff will be retiring in the next year, so the Production Director will be instrumental in shaping the plans and capabilities of the department for the long term.

The Production Director reports to the VP of Design & Production

Job responsibilities of the Production Director include

PROJECT MANAGEMENT

BK produces approximately forty new titles a year.

- Coordinate or supervise the production of all new BK books. Contract with, schedule, and oversee the work of outside book producers in performing all needed tasks in preparing books for printing and electronic distribution, including copyediting, file markup, interior design, preparation of illustrations, layout, proofreading, indexing, and preparing for press.
- Develop and maintain book production standards: editing style manuals, technical file preparation standards, and keep production vendors informed of needs and changes.
- Coordinate with Operations on improving the record-keeping database design, structure, and user interface.
- Set up initial production schedule for all projects, refine and adjust as projects move forward. Coordinate key dates with other departments as needed.
- Monitor production vendors for budgets, schedules, and performance.
- Serve as lead project manager for about half of the list of new titles per year.

QUALITY CONTROL

- Provide troubleshooting for print files with strong understanding of print, paper, and binding technology.
- Check all page proofs for quality formatting and book construction.
- Check e-book converted files for quality and consistency before distribution.
- Locate and monitor cost and performance of e-book conversion vendors, coordinate and traffic projects to them.

- Review manuscripts containing art, graphics, data, charts, and figures. Provide feedback to editorial as to the quality of the content and technical specifications required for reproduction. Advocate for clean, well-designed, and content-rich graphic interpretation of data. Recruit and train informational graphic artists.
- Participate in author days, using interaction with authors to advance production and design work on their publications.

ARCHIVES AND RECORDS

- Maintain and improve system to manage digital archiving of all art and content.
- Maintain and improve system for tracking inventory of all digital intellectual assets, including, where needed, information about rights to use these assets, and develop good procedures for version control of asset files.
- Supply correct digital files of book text, layout, illustrations, and covers, in appropriate file formats, to staff and others as needed.
- Coordinate with others in the company to maintain accurate records of the specifications and characteristics of each product.
- Maintain accurate and useable records of all transactions with vendors.
- Code production and print invoices for payment, monitor payment problems (with accounting).

COMPANY BRANDING

- Advise all departments in the application of the Berrett-Koehler brand. This includes strategies to support the consistency and effectiveness of the brand standards across all channels. Insure that the Berrett-Koehler message is supported by its visual mark on all products to all stakeholders. Explore ways to strengthen the visibility of the BK brand on book packaging and at all other customer-visible communications.
- Assist Marketing and Sales in the project management, design, and production of marketing materials. Assist Publicity in unifying sales campaigns and social media outlets.
- Provide creative direction and concept development for the catalog cover and interior layout. Design the BK News. Recruit and train talent for the production of individual marketing pieces.

COVER ART DIRECTING

BK has a unique participatory and author-centric process for developing and deciding on covers. This position has prime stewardship of this process, guiding and negotiating each book to an effective package choice.

- Manage the packaging for all new titles. Responsibilities include soliciting input for cover designs from authors, editorial, marketing, distributors, and customers. Direct designers to develop cover concepts, and once a concept is chosen guide designers in refining the final design. Improve blog-based cover rating system, test survey ranking, and increase the quantity and quality of response.
- Streamline the cover design process, explore template options, and a branded cover approach.
- Recruit and train cover design talent.

PRINT BUYING

- Locate and qualify print vendors. Prepare book specifications and seek bids and monitor pricing and performance of vendors.
- Prepare, order, and monitor schedules for reprints.
- Develop BK standards for environmental performance in print manufacturing, monitor performance.

DEPARTMENT DEVELOPMENT

- In anticipation of changes in staff makeup, develop new job descriptions for the department head job and for a second person, most likely a person taking on prime art direction duties but not yet determined. Develop job description of Design & Production Associate to meet the changing needs of the department.
- Participate in the 2016 budget planning

COMPANY CITIZENSHIP

- Serve on Management Team, Digital Team, Long-range strategy team ("Fast Forward"), and Branding team.
- Participates in monthly staff meetings, monthly publication board and launch meetings, plus shorter-term teams and task forces as needed.
- Provide technical advice and evaluation for new business ventures and technology initiatives, as needed. Depending on new directions in the business, this might include implementing new content management technologies and new content production technologies.

EXPERIENCE AND QUALIFICATIONS

Essential skills and experience:

- Minimum three years management responsibility in a book or other publication production environment.
- Thorough operating knowledge of prepress software used in preparing books for print. Necessary is Adobe InDesign, Adobe Illustrator, basic Adobe Photoshop, Microsoft Word, Filemaker, Adobe Acrobat, QuarkXPress, font management, text editors, and standard internet software. Good understanding of setting up and using style sheets in page layout software. Essential to understand technical requirements of preparing files for successful results on press.
- Good understanding of offset printing, particularly as used in book manufacturing in North America.
- Good knowledge of using and maintaining Macintosh computers, especially for graphic arts applications.
- Basic level HTML coding.
- Extensive graphic arts experience in a publishing environment, especially in book publishing.
- Experience in managing and scheduling the processes and people involved in book production.
- Basic knowledge of proofreading marks and of graphic arts terminology and techniques.
- Familiarity with American book editing and publishing standards, such as the *Chicago Manual of Style*.

Desirable but not essential skills:

- Experience in SGML or XML document coding. If not this, experience in any document structure coding system would be helpful.
- Some knowledge of characteristics of various printing papers and book binding materials.
- Some knowledge of book paper supply and approaches to managing paper inventory.
- Some experience in digital asset management, inventory tracking, and version control in a publishing environment.
- Experience in both trade book publishing and technical or professional book publishing.
- Basic knowledge of copyright and intellectual property rights laws and procedures.
- Basic understanding of standard trade practices in graphic design, publishing, and printing industries.
- Some knowledge of and appreciation for the craft and quality standards of editing, design, typography, and other aspects of the making of fittingly-executed books.

QUALITIES

Essential

Organized, thoughtful, detail-conscious, efficient, resourceful, cooperative, open, self-starting.

Desirable

Articulate, literate, good sense of design, sense of humor, direct, cheerful and resourceful in the face of impending disaster, enjoys a highly collaborative workplace.

COMPENSATION:

- Salary \$95,817.92
- Health, Dental, Disability and Life insurance
- Flexible Spending Account plan, 401K and ESOP

APPLICATIONS

To be considered, you must send resume and a detailed cover letter (several pages long if necessary), stating why you are interested in the position, your qualifications, your salary requirements, how you have been successful in similar jobs (please be specific about your accomplishments), and your personal qualities that account for your success. We are interested in the appearance and presentation of your materials as well as their content. Please send them to

Berrett-Koehler Publishers, Inc.

Attn: Ginger Winters

1333 Broadway, Suite 1000

Oakland, CA 94612

gwinters@bkpub.com

Put in subject line: Production Director