**Publisher**

**Job Description**

**Job Purpose:**

As the chief content strategist for EB Medicine, the Publisher leads the editorial team, content development initiatives, and new product development efforts for EB Medicine’s medical education programs. This role also involves staying informed regarding new content and medical training strategies as well as digital culture and on- and off-line community building in an effort to guide company leadership with strategic decision making for our product strategy. The Publisher also managed the editorial budget and supports our growth strategy—participating in new and incremental business opportunities—and drives efforts to increase customer retention through product enhancements and editorial improvements as well as help develop new products and offerings to proactively meet and exceed our customers’ needs and expand our customer base.

**Primary Responsibilities:**

* **Editorial/Training Department Management**
  + Provides editorial vision, guides staff in execution of that vision, and evolves the vision over time as appropriate
  + Builds and retains a top-rate content team, through hiring, ongoing training, and performance management
  + Drives initiatives to maximize our content on our website and through external channels
  + Monitors and evaluates workloads, productivity, and performance in the Editorial Department, and ensures that KPIs and deadlines are met
  + Develops short- and long-term plans and budgets for executive review
  + Evaluates and creates strategic process improvements for the department, and improves editorial processes and cycle time
  + Works with the business development and operational teams to align strategies and drive cross-functional efforts
* **Business Strategy And Growth**
  + Aggressively pursues and develops new products and offerings, including identifying and vetting new product ideas and maintaining competitive advantages over other content/service providers in our market
  + Identifies, strategizes, and collaborates to enhance existing and create new strategic partnerships
  + Develops and implements a content aggregation strategy
  + Develops and implements a content licensing strategy, and manages existing content licensors
  + Explores additional delivery methods for products (eg, mobile apps, e-readers, workflow, learning management systems, training, etc)
  + Oversees our CME department and partners
  + Participates in annual financial planning and budgeting

**Key Performance Indicators:**

* Circulation and renewal rates of subscription products
* New product tests and successful launches
* Growth in sales and profitability
* Publication deadlines
* Employee turnover rate
* Employee engagement scores