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# **PUBLISHING MODULE**



## **3. Roles in Publishing A Literary Magazine**



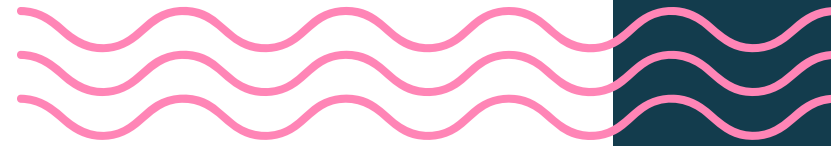
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There are many roles in the publishing industry. This resource describes the roles you will need to produce your magazine: editor, designer, production, marketing, and event planning.

You can take on more than one role in the process, and you can recruit other people to help you with some or all of the roles.

The **Working in Publishing** video by the **Hachette** team provides more information about professional publishing roles so you can see how your activity relates to these.





## Key publishing roles

**DESIGNER:** The designer creates the visual design, style and layout of the magazine's cover and pages. They use a design brief provided by the editor and work closely with the production team and marketing team to design the magazine, posters, flyers and social media assets that will attract the audience of readers.

### SKILLS REQUIRED:

- **Creativity** – creating a cover from a design brief, thinking up interesting and eye-catching ideas for the magazine visuals.
- **Design skills** – some experience of design and a knowledge of what works well visually. Using design software to create and edit images.
- **Listening and communication skills** – hearing what others need/like and designing for different genres, themes or audiences.

**EDITOR** (or team of Editors): has control over the whole magazine and decides what kind of writing and other content the magazine will contain and which individual pieces will be included. They may make changes, or ask writers to make changes, to ensure the content meets the magazine standard. Editors work with the designer to decide how the magazine will look, and with the production team to decide how it will be produced and distributed. They will also work with the marketing team and the event planner(s) to ensure the magazine is marketed appropriately and that any launch events include the best content from the magazine.


### SKILLS REQUIRED:

- **Creativity** – coming up with ideas for the magazine and the brief for the layout and cover design, and editing the pieces of writing.
- **Negotiating** – working well with other people, being tactful when working with writers.
- **Attention to detail** – ensuring all writing is copy edited accurately, fact checked and presented consistently.

**MARKETING:** the marketing team is responsible for direct communication with the customers – the people who will read the magazine. They will also be responsible for sending out a call for submissions of content. They must make sure as many people as possible know about the magazine, so writers are encouraged to submit work a wide audience is ready to read the magazine when it is published.

**SKILLS REQUIRED:**

- **Creativity** – coming up with ideas to draw people’s attention to the magazine and make them want to write for it or to read it.
- **Social media** – creating eye-catching and appealing posts for platforms like Twitter, Facebook and Instagram, to ensure the target audience know about the magazine.
- **Organisation and time management** – planning and delivering an effective campaign, completing all tasks on time to have the highest possible impact.



**PRODUCTION:** a production team is responsible for producing the finished digital or printed magazine. They work with the designer on the layout for the magazine, then work to put edited pieces of writing and images and put them into that layout, ensuring that the magazine looks appealing for the intended audience and is of high quality. They will produce print-ready PDF files for printing, and will create and publish any digital versions of the magazine (ebook, website).

**SKILLS REQUIRED:**

- **Organisation and time management** – planning your time and tasks so that you deliver everything on time: designs, proofs, and the final copy for printing or digital distribution.
- **Communication skills** – collaborating with many other roles and being able to speak and write clearly and effectively, quickly understand what you are being told and clarify when necessary.
- **Numeracy** – working with estimates and budgets e.g. printing costs, resources provided by school.

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**EVENT PLANNING:** Part of the public relations/publicity role, involves planning and managing any events planned in for the magazine. This will include the launch event, and may also include activities such as visiting assemblies, or organising readings in local venues outside school.

**SKILLS REQUIRED:**

- **Communication** – working with people in the team and outside it to ensure that events are successful and enjoyable.
- **Creativity** – coming up with interesting ideas for events that will make them stand out and appeal to the audience for the magazine.
- **Organisation and attention to detail** – making sure that everything is put in place when it needs to be to ensure the events are successful.



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