Dear Candidate,

Thank you for your interest in joining the Publishers Association to head up our communications work.

The Head of Communications role is an incredibly important new position in our expanding team at the PA. You would be at the forefront of designing and implementing an integrated communications strategy for the industry involving campaigns, PR, media relations, public affairs, digital, design, marketing and much more besides.

The book and journal publishing industry is one of the leading creative industries in the UK and is at all-time high. The sector is experiencing continued growth and is a world leader in its field. The Publishers Association represents members across all genres of publishing ranging from academic journals, textbooks for higher, secondary and primary education, fiction, non-fiction, children's and learning resources, each with varying challenges and opportunities as well as high level cross cutting policy interests.

This job matters because the Publishing industry makes a real difference to the world we live in. It supports thousands of teachers in their classrooms; helps academics solve the problems we face as a society; and invests in incredible authors, to then share their immense talents, experiences and unique imaginations with new audiences. In this role, your job would be to help us better communicate the importance of publishing and why it should be valued to the outside world.

As the Head of Communications, you will be responsible for reviewing and refreshing all aspects of our communications activity, both ensuring visibility of our work to our membership as well as getting our voice heard in the trade and national media. We aim to make better use of digital tools and creative content to help get our messages better understood by our stakeholders. We have a wealth of material to draw upon and fantastic messages to deliver and we want to maximise their impact.

You'll be joining a team who are passionate about the work we do, and an incredibly supportive industry brimming with talent and creativity. If you are an all-round communications professional with a passion for explaining what is going on in the world of publishing, we would love to hear from you.

Yours sincerely,

Stephen Lotinga
Chief Executive
The Publishers Association