



AIM Bulletin

Brief and specification for an Interim Freelance Editor

Purpose

Following the retirement of AIM's long standing Bulletin Editor, Diana Zeuner, we are looking for an Editor to work with us on an interim basis whilst we review how best to deliver publications to our members in the future

Scope

We are looking for a talented and creative Editor, preferably with knowledge of the museum and heritage sector, to work with us on a freelance basis to produce 5 issues, comprising the December 2018- August 2019 issues. This would involve a start in early/mid September 2018 to begin work on the December 2018 issue

The Interim Editor will work closely with the AIM Staff team and Council members, in particular the Director, Emma Chaplin, and the Membership, Marketing and Projects Manager, Sassy Hicks, to maintain and develop consistent and complementary communications across digital and print.

The Bulletin is published on a bi-monthly basis and has the following copy deadlines

- February issue (20 December of previous year)
- April issue (25 February)
- June issue (25 April)
- August issue (25 June)
- October issue (25 August)
- December issue (25 October)

Each issue has 20 pages, a print run of 2900 copies and a total of 2800 copies are currently circulated by mail in 1700 individual packages (some larger members receive duplicate copies).

The Interim Editor will need to liaise directly with the externally contracted designer, printer and mailing house to ensure that the Bulletin is produced and delivered to deadline.

Key tasks

- Write and source articles and images in line with AIM Style Guidelines.
- Carry out image editing as required for publication.
- Content sharing. Work closely with the Marketing, Membership and Projects Manager to avoid duplication of content or to enhance the profile of top level AIM news.
- Deliver the completed Bulletin copy and adverts to the designers and printers to meet publication deadlines.
- Work with the AIM team, particularly the Membership, Marketing and Projects Manager to plan consistent messaging across the Bulletin and digital communications.
- Work with key AIM staff to process Bulletin advertising invoices and orders.



- Work with the Membership Administrator, Helen Farress, to ensure that the Bulletin is distributed to the most recent set of member addresses.

Essential knowledge and skills

- Editorial experience
- Journalist/writing track record
- Basic photo editing skills
- IT skills including use of file sharing software (eg Dropbox), use of Skype
- Ability to work collaboratively with AIM colleagues
- Understanding of AIM's values and those of our members

Desirable knowledge and skills

- Contemporary knowledge of the museum and heritage sector, especially issues affecting independent museums

Fee

A fee of **£2900.00 per issue** is available for this contract which is inclusive of VAT.

Reasonable expenses, as agreed with the AIM Director, may also be claimed, in line with AIM's Staff and volunteer expenses policy (eg travel to attend meetings and events on AIM business).

The Interim Editor is expected to work from home and must provide their own laptop/desktop computer, broadband and office software. No specialist software is required for this work.

The client contact will be AIM Director, Emma Chaplin. Depending on location, regular communication will be by phone and Skype with occasional attendance at meetings required.

How to apply

Please send a covering letter and CV along with 2 examples/ excerpts of your on and offline writing (max 500 words each piece) to emma.chaplin@aim-museums.co.uk

The closing date for applications is 5pm on Tuesday 26th June.

Interviews will be held at The Lightbox, Woking on Friday 20th July.



AIM Bulletin Background: Current workflow for each issue

1. Plan and develop content- including external contributors (eg Comment column)- in line with AIM organisational requirements. This requires careful collaboration with the Marketing, Membership and Projects Manager.
2. The deadline for copy to reach the designer is one week after the published copy deadline.
3. Copy is sent to the AIM Director for pre publication read through
4. Inserts need to be booked in by the deadline and sent to printers to arrive by the 15th of month before publication. They need to be accompanied by the Insert Consignment Form, which will be sent through at the time of booking.
5. Working with the designer
 - a. A page layout is completed in a paper document. This is sent with hard copy ads via special delivery to the designer
 - b. Editorial and digital ads are shared via Dropbox with the designer. Front cover picture and tasters emailed at same time.
 - c. Pages are then emailed through for first check. Some corrections and proofing can be done at this stage. When ready hard copy proofs are sent to the Editor for final checks and are returned to the designer for any further corrections.
6. Working with the printer/ mailing contractor
 - a. The up to date mailing list of members and opinion formers is supplied by the Membership Administrator to the Editor and is sent to the printer Account Manager 2-3 weeks before mailing. The Editor supplies precise mailing instructions to the Account Manager.
 - b. The designer uploads the completed Bulletin design to the printer's online proofing system for a PDF check and the final ok.
7. Internal communications
 - a. The low res PDF copy supplied by the Designer is sent to the Marketing, Membership and Projects Manager.
 - b. Any changes to online advertising information are implemented
8. Complimentary Bulletin copies are sent to advertisers (along with their invoices).