

# Alison Walters

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Highly experienced publisher/project manager of both digital and print media. Offers a track record in the creation and development of educational content. Advanced Professional Member of The Chartered Institute of Editing and Proofreading (<https://www.ciep.uk/directory/alison-walters-non-fiction-editor-and-proofreader/>).

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## Employment History

Oct 2011–present: **Freelance Publisher**

I provide a range of digital and print publishing, editorial and project management services. Clients include: Alpha Publishing, CUP, CIPS, City & Guilds, Collins Education, EdComs, The Education and Training Foundation, Hodder Education, Macmillan Australia, Macmillan Education, NCFE, OUP, Pearson, Routledge, Schofield and Sims, Smart PE, UAL Awarding Body, Wates Group, YMCA, York Press (see [www.alisonjwalters.wordpress.com](http://www.alisonjwalters.wordpress.com) for online portfolio).

❖ Jan 2007–Oct 2011: **Publisher/interim Head of Dept, Further Education**, Hodder Education, London

### Key achievements

- Commissioning and development of *Diplomabank* – a community website to support 14–19 diplomas
- Initiation, development and maintenance of key strategic partnerships (e.g. OCR)
- Successful development of post-19 publishing programme with a major Awarding Organisation

**As Interim Head of FE (I covered maternity leave for this role Oct 2009–Oct 2010):**

- Oversaw delivery of profitable 2010 Further Education publishing programme
- Oversaw development of 2011 FE publishing programme to contribute to strategic objectives of the business
- Assisted MD, Tertiary Division with departmental budget projections and re-forecast budget projections
- Sat on and reported to monthly Tertiary Leadership Committee
- Liaised with Awarding Bodies and represented Further Education at Awarding Body meetings
- Line managed a team of five (three Publishers, an Editorial Manager and a Desk Editor)
- Supervised work of Publishers and Desk Editorial team
- Oversaw work of freelance commissioning editors

### Publishing, strategic and financial

- Prepared strategic publishing plans in Sports, Therapies, Media Studies, Law and Public Services lists
- Prepared and presented new proposals to the Publishing Approval Committee for approval
- Forecast and managed development budgets for investment in new product
- Forecast annual sales budgets and input into re-forecast budgets

### Digital

- Co-development of specification, and commissioning of all content for *Diplomabank*
- Commissioning and development of digital product in relevant list areas

### Market research and customer focus

Development of paper and online questionnaires; sourcing of contact data (from internal colleagues); collation and analysis of data in all relevant list areas

### Sales and marketing

Worked closely with sales and marketing colleagues to devise new product marketing strategies and campaigns; presented newly published product to internal stakeholders and external sales force

### Management

Line management of one Desk Editor and recruitment of desk editorial staff

❖ Sept 2005–Dec 2006: **Senior Publisher, Secondary Maths**, Pearson Education, Harlow, Essex

### Key achievements

Development, management and successful delivery of two major GCSE Maths series, including highly innovative and integrated digital product.

### Publishing, strategic and financial

- Prepared strategic publishing plans
- Prepared and presented new proposals to the New Project Investment Approval Board
- Forecast and managed development budgets for investment in new product

### Digital

Input into the development of products in Secondary Maths that established Pearson/Edexcel as a leading provider in the digital arena in this area

### Management

Direct line managed an internal team of four

❖ Sept 2004–August 2005: **Content Producer**, Spark Learning, London

#### Key achievements

- Creation of a Special Needs area for the Spark Island website
- Successful development and delivery of a series of CD-ROMs in Primary Science

#### Creative input and project management

- Creative input to, and project management of all new content development
- Commissioning and project management of digital illustrators, animators, designers and programmers

#### Financial

Forecast and managed development budgets

#### Preparation of tender documents

Was part of the creative consortium team (Tinopolis/Spark) constructing bids for the first phase of the BBC Digital Curriculum materials

❖ July–Sept 2004: **Freelance Project Manager**, working with Westcliff Data Services, Westcliff-on-sea

In this capacity I undertook both project management and research and development in the field of digital assessment platforms and report generation.

❖ Aug 2001–July 2004: **Commissioning Editor**, with responsibility for digital assessment publishing, nferNelson, **Granada Learning**, London

#### Key achievements

- Published an award-winning digital assessment; *Dyscalculia Screener* won the BETT 2004 award for Special Educational Needs Primary Software, establishing nferNelson as the leading provider in this area
- Project managed a major content transfer programme of key print products and made ready for digital launch
- Commissioned and project managed the development of a major Maths assessment project (55 print components, 11 digital assessments); developed innovative content for the digital assessments

#### Publishing, strategic and financial

- Prepared print and digital publishing plans
- Prepared, produced and presented new proposals to the Project Investment Approval Board
- Forecast and managed development budgets for investment in new product

#### Digital

Input into the development of Granada Learning's digital assessment platform, *Testwise*

❖ 1992–2001: **HarperCollins Publishers**, Education Division, London

- Nov 1997: **Commissioning Editor**, *Secondary Technology and Maths, Primary Maths and Science*
- July 1995: **Assistant Commissioning Editor**, *Secondary Technology*
- June 1992: **Project Editor**, *Secondary Technology*

❖ 1990–1992: **Senior Desk Editor**, **Routledge**, London

❖ 1988–1990: **Gordon and Breach Science Publishers**, London

- June 1989: **In-House Editor and Assistant Journals Editor**, *Russian Department*
- July 1988: **Editorial Assistant**, *Russian Department*

❖ 1987–1988: Many and varied temporary jobs for an employment agency

#### Education

1984–1987: University of Lancaster. BA Hons. degree (2.i) in Politics

1977–1984: Ryeish Green Comprehensive School, Reading (3 A-levels, 9 O-levels)

#### Professional Development and Other Information

Highly computer literate and an expert user of Word and Excel with good knowledge of PowerPoint, and some experience of xml.

Training includes: 'Harnessing Social Media' and 'Commissioning and List Management' (The Publishing Training Centre); 'Assessment: Issues and Practice' (Institute of Education); 'Online content: writing and editing skills' (Online Content training), 'Getting work with non-publishers', 'The art of querying', 'Word for Practical Editing' and 'Editing digital content' (all CIEP). I have also gained a foundation PRINCE2 project management certificate.

I am an Advanced Professional Member of The Chartered Institute of Editing and Proofreading, and joined their Social Media Team as a volunteer in June 2013.

#### Interests

I am a founder member of a local amateur theatre company and have acted as their communications manager and newsletter editor. I also get involved in both performing and producing. I am a very keen rugby supporter, both national and club.