

Alison Walters

putnepublisher@gmail.com



Highly experienced provider of editorial and editorial management services for 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-1/>).

Employment History

❖ Oct 2011–present: **Editorial Services Provider**

I provide a range of digital and print publishing, editorial and editorial project management services. Clients include: Alpha Publishing, CUP, CIPS, City & Guilds, Collins Education, The Education and Training Foundation, Hachette Learning, LSE Press, Macmillan Australia, Macmillan Education, NCFE, OUP, Pearson, Routledge, Schofield and Sims, Thrive (Fronting the Challenge Projects Limited), UAL Awarding Body, Wates Group, YMCA, York Press (see www.alisonwalters.co.uk for online portfolio).

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

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
- 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

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

Creative input and project management

- Creation of a Special Needs area for the Spark Island website
- 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

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*
- 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

❖ 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*

Education

❖ University of Lancaster. BA Hons. degree (2.i) in Politics

❖ Ryeish Green Comprehensive School, Reading (3 A-levels, 9 O-levels)

Professional Development and Other Information

Training includes: 'Getting Ready for AI' (Freelance Publishing Professionals); '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 am an Advanced Professional Member of The Chartered Institute of Editing and Proofreading and worked in its Social Media Team as a volunteer between 2013 and 2024.

I am a registered member of Freelance Publishing Professionals.

Interests

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