

CALL FOR EDITOR

Journal of Promotion Management

Effective Date: To be named in 2010 for issues beginning with
Volume 18, January 2012



About the Journal: *Journal of Promotion Management* is a refereed quarterly published since 1991. It features an outstanding international editorial board and presents cutting-edge research in advertising, integrated marketing communications, public relations, and personal selling.

Journal Publisher: Routledge, part of the Taylor & Francis Group, publishes *Journal of Promotion Management*. Please visit www.informaworld.com/wjpm for additional information about the Journal and Publisher.

Desired Qualifications: Applicants should have recognized expertise and an established record of scholarship in one or more of the fields covered by the Journal. Preference will be given to candidates who educational background, professional experience and other accomplishments reflect the candidate's ability to provide a clear vision for the direction of the Journal and attract respected experts to his or her Editorial Advisory Board. Key qualities sought for the position of Editor include managerial skills to oversee the editorial cycle, meet deadlines and work effectively with a major publisher. Applicants should have clear employer or institutional support for this activity for the duration of the three-year appointment, including release time as necessary and general office support.

Editor Job Description: In general, the Editor has executive responsibility for the editorial content, quality, and timeliness of the journal issues. The Editor also chairs the Editorial Advisory Board. The Editor is NOT responsible for the layout, printing, production, subscription, copyright, payment, pricing, budget, or funding of the journal.

Major responsibilities of the future Editor of *Journal of Promotion Management* include:

- Defining and updating the aims, scope, and topics covered in the Journal
- Determining overall policies of the Journal, including the Journal's style, type of content, length of issue, intended audiences, and expected contributors
- Establishing editorial guidelines and detailed process, determining policies concerning the acceptance and rejection of submissions
- Setting and adhering to all publication schedules that include a minimum number of 4 issues per year
- Soliciting and obtaining high-quality manuscript submissions from prospective authors
- Identifying, recruiting and appointing qualified members to the Editorial Advisory Board
- Organizing a sufficient pool of competent supplemental reviewers
- Assigning paper refereeing of approximately 70–100 manuscripts per year, coordinating the peer-review process, setting and enforcing timely deadlines
- Making decisions on manuscript selection, based on reviews, recommendations, and/or votes of reviewers
- Accepting final manuscripts for each issue, and sending them in a timely manner to the Routledge/Taylor & Francis Production Editor, and (with the help of the T&F staff) assisting authors in seeing their manuscripts to publication
- Responding to all correspondence with authors, editors, reviewers, and readers, plus forwarding correspondence as needed for receipt of manuscripts, paper revisions, editorial feedback, etc.
- Writing or delegating the writing of editorials, articles, status reports, and other materials as appropriate
- Soliciting and interacting with Guest Editors for Special Issues which focus on a particular topic or for highlighted conferences

Application Procedure: To apply to become Editor of *Journal of Promotion Management* submit (1) a letter of interest, (2) a vision statement of publishing philosophy and relevant experience, (3) current background information, and (4) a statement of institutional support from your university chair, director, or dean.

- **Letter of Interest:** Include time available to begin work.
- **Vision Statement:** Set forth your goals and plans for the content of the Journal, including an assessment of the current strengths and weaknesses, your perspective on challenges and opportunities, gaps that you plan to address in the future, expected tasks and objective milestones, a proposed schedule, projected organization, funding requirements, how you will operationalize your plan, etc. Provide a clear description of the structure of the editorial office and responsibilities, as you envision them at this point.
- **Editor/Co-Editor Background Information:** The name, affiliation, and other relevant information about the potential Editor and, if applicable, Co-Editors. Describe the qualifications of each person that supports their inclusion. Evidence of the ability and experience of the Editor and editorial team to provide sound judgment and guidance to potential authors. Please include a vitae or résumé for each proposed Editor and/or Co-Editor. No standard form is required.
- **Statement of Institutional Support:** It is important for candidates to consider and address the feasibility of serving as Editor in light of the resources likely to be available to the Editor candidate. T&F does not pay for office space or release time, but can provide basic financial support for office resources as necessary to Journal editors. This support may include funds for clerical assistance, office supplies, postage, and telephone beyond what will be provided by the Editor's home institution. Since the support offered by different institutions varies widely, you are encouraged to contact the Executive Office of your university as necessary in order to ensure the feasibility of your application.

Application packets (as described above) should be sent in MS Word or pdf format via email to:

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More specific information will be provided upon request.