

Association for Manufacturing Excellence
Volunteer Role Description

Title: Target Editorial Board Chairman/Editor in Chief

As a member of the AME Management Team, the Chairman of the Target Editorial Board (TEB)/Editor in Chief, you will lead AME's signature publication and highly valued member benefit, **Target magazine**. Working collaboratively with others in AME leadership you will determine content by supplying and coordinating ideas, suggestions and content for leading edge articles and articles that address AME priorities and knowledge sharing among members. Suggestions will come from AME management, Target Editorial Board members, staff and members and include hot topics, best practice companies and writers. It's your job to address all suggestions and make decisions based on what's best for AME, members and *Target* at any specific time.

Here's what you'll do for Target:

- Collect suggestions and determine issue "themes" in conjunction with AME management for the coming year for each issue aligning with AME goals and priorities.
- Review, edit and approve of annual issue schedules to include content due dates and publishing dates.
- Notify AME Chairman and AME CEO/President of content due dates and themes for each issue well ahead of time.
- Identify all articles and content based on these themes to include in each issue and place on the article ladder with our publisher's Managing Editor. Work with Managing Editor to follow up with all writers to ensure content due dates are met.
- Listen to suggestions and recruit volunteer writers to write articles.
- Write articles on hot topics as required.
- Determine leading-edge books and assign writers to book reviews.
- Send out PROOF1 with Rating and Comment Report sheet to TEB members to have them rate each article (1-5) in *Target* and supply feedback comments to help improve the writer's approach and continuously improve readers' experience. Compile ratings and comments to determine any CI actions and work with AME publications staff to provide final feedback to publisher. Continue review of proofs to ensure high quality prior to publication.
- Organize and Chair the annual TEB face-to-face meeting at the conference. Usually 1-2 hours on Tuesday morning, agenda is shared with publisher Managing Editor to cover past year accomplishments and next year plans and networking.
- Organize writer coverage at the conference (usually publisher's Managing Editor and two writers) to identify best companies to cover and best practice sharing articles throughout the year.
- Generate annual Target budget and report quarterly.
- Organize and work on the team to solicit bids, evaluate them and help decide on new publishers when the current contract runs out.

In addition, with **Target Online (TOL)**, our weekly magazine, the Target Editorial Board Chair/Editor in Chief identifies a Target Original Story each week as the headline story. The Publisher, In Loop, has

software that searches other blogs and websites and suggests 6-7 hot topic stories. The EIC and AME Publication Coordinator screen stories for embedded “advertising” and promotional copy and delete those stories from the mix. Target Online is for the fast-paced world and we limit original stories to 500-1500 words MAX.

Here’s what you’ll do for Target Online:

- Identify blogs that would be of interest to our members and friends. TEB and others will suggest blogs to you. Distribution is approximately 30,000.
- Work with the Editorial Board members to write short stories of 500-1500 words MAX on topics of interest.
- Newly created in 2016 is the AME Author’s panel of 10 active volunteers who are published authors and have agreed to supply stories of interest to Target Online. They serve as a rich resource to supply original stories.
- Many potential *Target* authors approach the Chair/Editor in Chief to publish articles /stories and submitting a TOL story serves as a “test run” to develop and evaluate them for bigger projects. You and the Publication Coordinator continually look for qualified AME Authors and other aspiring writers that can be evaluated, screened for content and mentored, as required. Many of these may be searching for publicity and may think they qualify for *Target* magazine, but TOL is a great 1st step of working with them.
- The Chair/EIC continually solicits story submittals. The normal flow is that there is a small backlog of Target Original stories in TEB Chair/EIC’s queue and submitted to our TOL publisher each week on Monday/Tuesday. The publisher returns the proof the next day when the Chairman/EIC and AME publications staff does the final editing; the TOL Newsletter is released every Friday morning.

Impact

- You will help continually improve the offerings of *Target* magazine and Target Online thus enhancing the AME membership value.
- You can help AME continue our thought leadership and our leading-edge reputation.
- You are able to mentor writers to address AME membership’s needs and AME’s vision, mission and values.
- You will meet many executives from companies speaking at the AME conference and at regional events.
- You are able to represent AME and make a difference in people’s lives.

Good Stuff

- You use your knowledge of past, current and future operations to identify trends and best practices to share that knowledge with AME members.
- You can learn from everyone.
- You will join the AME Management Team —a dynamic and collaborative team of AME executives, staff and committed volunteers.
- You will grow your network of continuous improvement experts.

We're Looking for Someone Who Is...

- Knowledgeable of AME activities.
- Knowledgeable and accomplished in continuous improvement, leadership and change management.
- A strong written and oral communicator.
- Committed to AME's mission "to inspire a commitment to enterprise excellence through experiential learning by bringing people together to share, learn and grow."
- A strategic thinker who is able to prioritize among competing needs and meet deadlines.
- Collaborative and a team player.

You Will Thrive in This Role If...

- You love AME, its vision, mission and its values.
- You have your company's support to spend time during the workweek on this role.
- You know how to give and receive constructive feedback.
- You are creative and willing to try new strategies that serve our mission and key objectives.
- You're a person who gets the job done and can meet deadlines.

Other Key Information

- We will pay you \$0. Yes, this is a volunteer job.
- You will be expected to attend several Management Team face-to-face meetings each year and attend the annual conference while directing writers to your planned best practice sessions.
 - For the face-to-face meetings as part of this role, AME will cover your conference registration, airfare, car rental or mileage, hotel bill, and cover your meals (subject to the AME reimbursement policy).
- The expectation is that you can commit to serving in this role for at least 4 years.
- This role may be based anywhere in North America.
- Estimated time required for this job: 4-1/4 hours per week, some more some less

Expertise

- Broad expertise and many industry contacts.
- Many years (preferred 10+) of experience with various volunteer roles within AME.
- Experience with managing change-management initiatives.
- Experience in continuous improvement strategy deployment & tools and leadership including people-centric leadership initiatives.
- Preferred candidates will be a published author, writer and practitioner.