

**Association for Manufacturing Excellence
Volunteer Role Description**

Title: Target Editorial Board Chairman

As the Chairman of the Target Editorial Board (TEB), you will lead **Target Magazine** content by supplying and coordinating ideas, suggestions and content for leading edge articles to 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. 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
- Have TEB members review Target Proof1 for accurate wording and clarifications to readers. Compile suggestions and work with AME Publications Staff for feedback to publisher. Continue review of Proofs to ensure high quality prior to publication
- 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
- Organize and Chair the annual TEB face to face to face meeting at the conference. Usually 1-2 hours on Tuesday morning, agenda 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/newsletter the Target Editorial Board Chair identifies an Original Story each week. The Publisher has software that searches other blogs and suggests 6-7 hot topics stories. We screen stories for embedded “advertising” and delete those stories from the mix. Target Online is for the fast-paced world and we limit 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 Editorial Board members to write short stories of 500-1500 words MAX on topics of interest.
- Newly created in 2016 is the AME AUTHORS panel of 10 active volunteers who are published authors and have agreed to supply stories of interest to Target Online.
- Normal cycle is that Target Original stories are in TEB Chair’s que and submitted to our TOL publisher each week on Monday/Tuesday. Then the publisher returns the PROOF the next day when the Chairman and AME Publications Staff does the final editing; the TOL Newsletter is released every Friday morning.
- Continually look for qualified AME Authors and other aspiring writer’s that you screen for content and mentor, as required. Many of these may be searching for publicity and may think they qualify for Target Print, but TOL is a great 1st step of working with them.

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 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 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

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

Expertise

- A published author with broad expertise and many industry contacts
- Many years (15+) of experience with various volunteer roles within AME
- Experience with managing change management initiatives
- Experienced in continuous improvement strategy deployment & tools and leadership including people-centric leadership initiatives
- Selection is normally done by the AME CEO/President