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SPEAKERS

Speaker 1, Speaker 2



Speaker 2 00:01

Welcome to this episode of Inside Publishing, the series where we interview industry experts on everything publishing. Thank you for joining us today. I'm joined by Philip Powell Mills, a marketing manager at the International Bunch, a marketing consultancy and agency for those in academic publishing. He is here to talk about his career, his advice for the industry, and his work as a mentor with Alps, the Association of Learned and Professional Society Publishers. So, hi Philip. Thank you for joining me today. How are you?



Speaker 2 01:05

I'm good, thank you. How are you?



Speaker 1 01:07

I'm all right, thank you. So, thank you very much for joining us on the podcast today. To start off with, I'd like to talk to you a bit about your your job, your career journey. So, tell me a bit about you know, first of all, what your role is and how have you kind of got there so far?



01:23

Yeah, so so as you say, I'm Philip, and I'm my current role is marketing manager at the International Bunch, as well as many other many other hats that I have working with ALPSP and whatnot. But I got here about 10 years ago now. I actually wanted to be a teacher. So when I was at university, I wanted to be a teacher, and I was studying English lit and English language. And then one of my friends kind of said, "Oh, I'm going to do a some summer internship in a publishing company. And I was like, "Oh, I'll give that a go. And then, and then I finished my undergraduate, and then started doing a MA in publishing at Anglia Ruskin University, and that was kind of like my first toe in the water kind of experience with the publishing industry. Really, I did like a little bit of work experience before that, but nothing major. And then from there, I lived in Cambridge, did a number of work experience and kind of internship opportunities whilst working, and I really wanted to be in young adult marketing, so young adult fiction marketing. And I graduated from ARU and then didn't even pursue that at all, and I went straight into a job at ProQuest, which is an academic kind of information book and literature aggregator who works very closely with librarians and libraries, and yes, worked with them more in the editorial department. So not in you know YA at all, and then kind of had that sort of role in editorial, and like, and then moved into publications assistant roles in in the future after that as well. It was only when I was at PLOS, the Public Library of Science, I actually did a side step into marketing because I managed to build up some experience in in events, so events coordination and communication. So then, kind of stepped into a role that was really working with external conferences with the four pluses sponsorship and conference presence. So I kind of stepped into that role and then developed my marketing skills even more. And now I'm kind of in, yeah. I'm I'm fully embedded into more B 2c marketing in terms of like product and strategic marketing as well. So yeah, I've had a bit of a I've had a long career in publishing for 10 years to date. But yeah, I've had a bit of a wiggly route to get to where I am now in marketing and stuff. But in terms of the international bunch, being the marketing manager at the international bunch, it's it's a fun. It is a really fun role. It's very different to what my previous roles have been. So I was very much embedded into publishing companies. So as a marketer, as a marketing executive and senior marketing executive, I was always embedded into into the organization itself, whereas being at the international bunch, it gives us well gives me much more bandwidth to work across publishers, societies, university presses, but also working with smaller companies as well who might be providing a tool or resource or something additional to the publishing workflow, rather than just your everyday "here's a journal, let's market the journal" kind of thing. So it's a very well-rounded role. It's a very well-rounded company. So we kind of touch a lot of different. Areas within the academic publishing industry.



Speaker 1 05:03

Nice, that sounds interesting. And what does your sort of day to day look like? What does it consist of?

S**Speaker 2 05:09**

So, working at an agency like the International Bunch really means that, yeah, no two days are the same. Really, we we act as a strategic extension for our clients, so we are their external marketing team when they might not have the ability to bring in more resource, or if they want a specific project or specific research doing for a campaign, for example, or if they just need a particular campaign running, we can we we kind of handle that. But day to day really looks like me personally working closely with our clients, but then working even closer with our little team as well. But one day it could be huge social media report, or you know the next day it could be a strategic marketing plan, and then the day after it could be a go-to-market tactical plan, so no two days are really the same. It's very, very different each day.

S**Speaker 1 06:10**

Nice. And I guess what's what's your favorite part of the job?

S**Speaker 2 06:15**

The variety. Like I was saying before, I think you know we work a lot with companies of very different sizes, very different backgrounds as well. So it's it's kind of it's nice to get that like aha moment when you've helped the client get to where they want to be. Most of sometimes they don't know how to get there, and they've got like the problem or they've got a need, and that might be some expertise, so like marketing expertise. It might be campaign expertise and things like that. And when you kind of provide them with you know the tactical plan or the strategic plan, or you just have a sit down conversation with them, and they go, "Oh, that makes much more sense now. That's kind of the the nice moment when you can kind of see that you're helping to make a difference with their thought processes or their outputs and things, and then you kind of understand that you're making a bigger impact on the community as well. Because, like I say, we're not just working with small societies or big university presses. No, we're working with all of these different sizes, size companies who all affect academic scholarly communication in some way, shape, or form. So yeah, it's it's really nice to kind of get that balance.

S**Speaker 1 07:30**

Nice, and obviously talking about working in a marketing agency versus in house. How does that affect how you go about the work that you do?

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Speaker 2 07:40

Yeah, that's a really interesting question, actually. So, I guess the the the real differences would be being in house. You kind of live and breathe that one brand and the specific goals for that company, which kind of gives you a specific milestone. So, you know, we need to reach X number of market share submissions reads you know downloads whatever that might be, and you kind of or majority of the roles that I've been in in the past when I was a marketing executive, those roles were really about kind of getting a product in front of a person or a persona or a set of people or a group of people, so really, it's it's very different because you're very hyper focused on one thing, and you can be very insulated around that one thing. So my experience is all around open access journals, predominantly. You kind of just you really understand that world around journals and how who's affected by journals and that messaging and everything around it and how to you know really engage researchers and librarians and whatever whoever else might be interested to get them into buying into or being informed about the product, so it's very different in terms of working in an agency where you you have a lot more breadth. You have the bird's eye view, whereas in house you're hyper focused on one thing or maybe a couple of different products, but you're hyper focused on that brand specifically. Whereas an agency, you've got that, like I say, the bird's eye view. So it gives you a lot more breadth to be able to say, client A is working on a B 2c product marketing campaign, whereas client B might be working on something more thought leadership, where they're trying to just raise awareness, like brand awareness, or you know, maybe it still is product awareness, but it could be at a company level rather than a product level. So, very the very different, and in terms of going about working in different ways and stuff, I think marketing in general is always collaborative, whether you're one person or. 10 people, you're always going to be working with stakeholders or external stakeholders, internal stakeholders, whoever that might be. So it's always very collaborative across the board. But in terms of working in an agency, you get to flex a lot more, and you get to use. I think you get to use a lot more of your marketing skills purely because you're just focusing on different things every single day. Like I was saying, it's we're not just product marketing and we're working on campaigns. We're working with working on product marketing campaigns, but also you could be working on a social strategy or you could be working on a social report, so you've got to be very well rounded in the agency with certain specialties as well. Very different, but kind of, I always say marketing is like a toolbox, and a manager told me that many years ago, and has kind of stuck with me. It's just it just depends on how you use those tools and which tools you use at certain times, so we've all got the toolbox there. But I guess we, as an agency, we probably use those tools a lot more frequently and in different ways. I guess.

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Speaker 1 11:13

Nice, that's really interesting. And another thing is that you work specifically in academic publishing, and you mentioned working in open access, which I've worked in previously. It's very unique to academic publishing. So, how does working in marketing differ to stay in trade?

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Speaker 2 11:33

Yeah, it's interesting, and that's a really it's a really really good question. I think I think trade trade lends itself a little bit more towards like what you would say is more traditional marketing, I guess. Where, for example, won't name any brands, but you know, if you were trying to sell clothes or food or drink, you kind of rely on the the want and desire more because you're trying to sell you trying to sell the product to someone, so you want them to want it. Whereas in academic publishing, from the marketing perspective, you're not really trying to market the wants or desires. You're trying to really facilitate a need. So researchers need to publish their research. Librarians need to have access to journals so researchers can read them, and it's all it's all interconnected. So there's no real desire there. Maybe some people do. I'm not talking for everyone, but in terms of you know in terms of theory, yeah, we're really facilitating that need. So it's making sure that researchers are aware of journals being there? Journals are there, you know, because all journals have majority of journals have specialities, and you'll be able to publish in them if you're working, for example, in cancer research, just for as an instance. That's specialized for them, so they need to be aware of that, so we're providing that information, and it's it's feeding them information, and it's making sure that they get information across a period of time rather than all at once. Whereas you're not going to digest that. Similar with if you're trying to market food and drink, you're not going to tell everyone about the the marvelous health benefits that it has for you, all in one go, because you know you're just not going to absorb that. You're going to tell them the really high hitting fact. So it is similar in certain aspects, like the theory itself is is similar. It's just how you package that up. So and kind of looking at it from a different angle, but also you know, that's just one stream of of academic publishing, marketing, specifically with like open access journals and things like that. There's whole different areas, like I said, different types of products and and whatnot as well. So my predominant expertise is probably within the B to C arena of marketing, but there's also B to B, where a lot of smaller companies are trying to reach out to bigger institutions, bigger universities, bigger libraries to kind of say we're trying to modernize the the landscape, we're trying to modernize the academic publishing landscape, we're trying to bring in automation. We're trying to bring in best practice and think, or you know, improve on best practice, and that's a whole different kind of ball game as well. So it's an interesting comparison between trade and academic. Whereas, like I said before, the marketing toolbox is always there. We're all using the same same tools. It's just how you it's just how you use them. At what stage do you use them? And it's about crafting the message around that. And having your persona as well is really key. And one of the things that we're really big advocates for at the international bunch is kind of making sure that whatever. Whatever marketing you're creating, whether it's for B to C or B to B, you've got your persona in mind, and you map that to that person's need, the you know the problem points or the pain points, making sure that you're providing the the right amount of information to their stage and their journey that they're on right now with your product or service or whatever that might look like.

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Speaker 1 15:27

It's really interesting to kind of hear about what is the most challenging part of your job.

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Speaker 2 15:34

Ooh, that's a good one. I think right now it's probably the pace of change, really, and I know that's that's probably quite a broad answer, but I think right now we're in such a like we're yeah we're in such a state of change. You know, we have AI playing a big role within all aspects of life, let alone marketing and academic publishing. That's that. That's constantly changing and adapting. So, kind of keeping the finger on the pulse with with that. The ongoing shift to open access as well that changes at a rate of knots. And being aware of certain regions that are more open access tolerant and who aren't, you know, and who's changing their minds, and what bits of legislation have come into place, and and all of those different aspects kind of coming in to really shake up the the academic publishing landscape is really really really like not difficult, but yeah, the pace is the pace is incredible, and it does shift at quite quite a rate. And geopolitics has a big hand to play, probably similar to trade. It probably has has knock on effects and stuff as well. But making sure that you're aware of what's happening around the world and are researchers in those countries affected, or you know, a university is affected in those countries, and kind of being from a marketing perspective and messaging and a channel perspective, being respectful to those people. So the the main challenge is kind of keeping your finger on the pulse and being subscribed to all the daily emails and the newsletters and watching the news and making sure that you're keeping on top of learning, learning different things within within marketing. So your skills are topped up all the time and stuff. It's like it's a big challenge and it's one that I try and and keep on top of. But it's good it's good to be part of a team where we kind of all share our our learnings and our findings as well because that that does really help because someone will have just seen something you know on LinkedIn or in the news and we drop it in our Teams chat and it's like oh good that's actually really important that I didn't see at all but yeah one of the big things that I'd kind of say or I'm a big advocate for is trying to be a lifelong learner so the challenge of landscapes changing, changing pace constantly is difficult, and it is a challenge. But if we position ourselves as lifelong learners, as marketers, we should be ready to kind of face those changes and face those challenges because we're always, always learning, always thinking about trying to be one step ahead to think about what's next, what's coming around the corner. How can we adapt to AI? How can we adapt to the new open access challenges or open access legislation or whatever it might be? So yeah, I'd always be a big advocate for for keeping the for having my lifelong learning hat on, and that's kind of how I'd I'd approach that.

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Speaker 1 18:44

And I guess on that thread, in terms of you know you touched on all the different issues or challenges facing academic publishing, what does the future of academic publishing currently look like to you?

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Speaker 2 18:59

I don't think we've got long enough on the podcast to chat about it. To be honest, it's a very, and and I think some of it's probably well above my pay grade as well. But I think from from my perspective, it's an it again. It's a very interesting question because I think we are, from my perspective, looking at you know a more open, automated, and inclusive landscape at some point in the future. I think we've always been working towards, or especially in the companies that I've previously worked at, and with a lot of clients that we we work with at the international bunch as well. We are definitely looking at a more open research future. What whatever that might look like is still up for debate. I think there's there's clear direction in terms of flipping journals from subscription to OA. There's clear lot. In place in certain countries and and certain regions as well to mandate open access. So I think we're we're definitely on the open access train. It'll probably look very different in 10 years again to what it did 10 years ago when I first joined the industry. So I think I think it's again it's one of those evolving situations where we kind of just need to keep an eye on it. But it's definitely open in somewhere, and I think it will definitely be automated a lot more automated, hopefully than it than it was when I joined again 10 years ago. There was a lot of heavy lifting in terms of getting an article out the door. I think you know there's a lot of players moving moving around in the landscape right now in in the scholarly communication landscape that are they're going to bring new ways of thinking, new ways of working, and that'll only develop in in my opinion. So again, it's all very watch this space as it always has been, and it's really difficult to kind of predict where anything's going to land. But I think, and like I said, inclusive. I think you know we we've got to work in an inclusive fashion, whether that be regionally, geographically, in terms of people and gender, or whatever it might be. You know, it's got we've to have open research. We've got to have inclusivity in some way, shape, or form, and I think we are seeing more and more of this. We've seen it come on kind of leaps and bounds over over the last 10 years, and been kind of at the focus point, especially in quite a lot of the companies that I've worked for before. Especially PLOS, for example, they have inclusivity kind of threaded throughout their their whole ethos, so I I'd say you know it's definitely going to grow as well as open access and automation. But I think aside from those three things, the one thing that I would like to see is research integrity kind of carry on and continue to be a big focus point as well. So right now we advocate obviously for for integrity, but AI comes in, and I'm not saying AI is a bad thing. I think it's a very good thing, but I think there's it's still a little bit like the wild wild west where still we're making the rules up as we go along, and I think we've got a long way to go to make sure that we keep research integrity at the front of mind whilst all of these changing changing aspects and changing points kind of happen and things like that and and the the change of pace and things to to kind of point back to what we were talking about earlier. It's it's difficult, but I think I I think the future definitely kind of holds it, and I think we will start sort of develop those those rules as we go along, and like I say, I think there's a lot of players coming onto the field that are going to bring bring in those those boundaries and and help guide us through the future and and what that looks like and stuff.

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Speaker 1 22:54

Interesting, and it is you know the future is always uncertain, and like you say, it changes so much these days. But it's interesting to get your opinion on it. What is the most, I guess, common misconception about your job? What do people assume that is just not correct?

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Speaker 2 23:13

Yeah, that's a again really great question, and I kind of kind of having a laugh to myself because I've thought about this so many times over the years and stuff like that, and I think really got that idea of what that kind of yeah, what that misconception looks like. But I think in my in my head, the common misconception, yeah, the common misconception is that people think academic marketing is really dry or doesn't have impact, and that marketing is just the banners and balloons department. Like you know, they don't bring anything; they don't really bring anything to the table. Whereas in reality, it's a highly data driven and creative department within scholarly communication and publishers themselves. We do bring an awful lot to the table, and we have to be thinking about the things we've talked about today, like the changing landscapes and things, and human behavior, and how that differs, and how that differs from region to region, and how that differs from persona to persona, and how do we manage those changes. How do we manage those complexities, and how do we drive impact? and And how do we show that as well? How do we show that data to kind of say, well, you know, we've managed to do three campaigns this month, for example, and we've had this KPI, this KPI, this objective. This is how we've done it. This is how we've measured it. So I think, yeah, the real misconception is that it's it's really dry. Whereas actually, having a marketer at the table when you're planning or thinking about launching new products or launching a new company or thinking about new. Resources for certain customers or audiences. It's always key to have a market there because they're the ones who can either pull the data or work with the data team to kind of aggregate that that data to then tell the story that you want to get across to your customer, get across to your audience. Whether that is to sell or to inform, we're the people with that with that ability to help editorial publishing, whoever that might be. Really, kind of, yeah, like I say, sell the story and and allow the the product to be successful or the company to be successful. But as I always say, always being the the person in the middle, making sure that everyone else is talking to everyone else. In my previous roles, as I've gotten more senior, you do become the middle person, going to you know the data team and going to the editorial team, and then creating the slide deck and then redistributing it and being like this is our findings, kind of thing. So it's not dry and dusty. It's yeah, very creative and thinking about using that data to create interesting ways to communicate to your audience is one of the one of the best things that you could do. Just be to be able to provide pinpoint accurate. Oh, okay, maybe not pinpoint accurate, but providing data that allows you to say X audience has done this over a period of 12 months. We want to maximize on that to make sure that they're aware of our commitment to Dora, for example, or our commitment to 100% open access, for example, so that people know where we stand in terms of our ethics or our our message, our ethos. So I think it's it's a very strong misconception. Like I say, I've had a long time to think about it. So yeah, we're not we're not the balloons and banners department. We're we do do that. We can do that, but there's a lot. There's many, many more strings to our bow. Sam,

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Speaker 1 27:04

you've mentioned also earlier your work with the Association of Learned and Professional Society Publishers, and I understand you're a mentor on the kind of international mentorship scheme. So explain to me what kind of work you guys do. What is the is the is the association about?

S**Speaker 2 27:24**

So I like to think of Alps as the community focused organization for for the scholarly publishing world. We really champion the non profit sector, publishers like university presses or scholarly societies. We aim to connect, inform, develop, and represent the community as well. So we connect people by running annual conferences where the whole industry gets together to solve really big problems. We've got this year's is still coming up, so 2026. I think 2026 conference is coming up in Manchester this year, but yeah, it gives us that that platform to really talk about some of the problems that we've been chatting about today, or some of the areas for development that we've been chatting about today, and gives scholarly communication and the scholarly ecosystem that opportunity to just kind of hash it out and and create create solutions to the problems. Then there's also the the kind of whole development area where we have a lot of expert led training sessions. So where it's for professional growth, for example, my colleague Lou, the CEO of the international bunch, she delivers a lot of the marketing training for Alt members, specifically around journal marketing. But from my perspective, I spend a lot of my time working on the mentoring side of things, as you as you said earlier. I'm quite passionate about that, and yeah, I really like to provide that peer to peer support, so helping people navigate through their career paths as well, but like I say, we're also big advocates. So you know, we're we're informing and advocates for a lot of things as well. For example, open access and being the the representative for the industry and and funders and and bringing all of those people together. So making sure all of those voices, those publishing voices are are heard when new policies are announced and and brought brought into the landscape, and making sure that people are aware and informed, and how they can either maximize on those or be just be generally informed, so that they they can take that back to their teams and make sure that it's being communicated broadly and stuff to other people in the industry as well.

S**Speaker 1 29:45**

Nice. And you know, about your your mentorship work, have you enjoyed? What's been your kind of favorite part of the role? What have you learned from it? What have you gained?

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Speaker 2 29:56

Yeah, the mentoring side of the of my. My Alt career, I guess, is yeah. Like I say, part one of my favorite things to do. Really, it's great because it gives you the opportunity to help help guide people along. I I think especially with my experience, because I you know I started 10 years ago in the industry, I want to be in trade, so I know a lot about trade. But I also have, you know, my expertise is in academic, so I have the two sides of the coin. It gives me the opportunity to chat to people about where they want to be, and if they've landed in academic, but they want to be in trade, it's kind of talking about how they can get there, and like I was saying before, navigate that path. What do they need to do? How do they need to get there? And a lot of the time, I kind of sit back and just ask questions, allow them to get to the get to the answer themselves through kind of like that self discovery aspect. But you know, sometimes it's workshop in a problem, and people might want to do want to be in academic publishing, and you know this is their kind of aspiration, and it's all about trying to figure out what skills they've gained in their early career, and how they can then develop those, take them forward, and get to the next stage. So it's all about, from my perspective, it's all about building confidence with with those people, and or rather building their confidence up and making sure that they have the tools that they need to communicate with managers or communicate with other people when they go to a conference or a networking event, so that they have what they need to be able to sell themselves in the right way, and you know, put the best foot forward, but but also having a framework set aside that they can look at and say, "Oh, this is where I want to be in five years' time. I always say, "Take it with a pinch of salt, because it probably won't look like that, because my trues didn't. But it's something to have and to have written down, so it's out of your head, and to to make sure that you've you've just got something, you've got something to navigate your career with, and like I say, keeping an open mind and and going in the right direction. But I really like getting my mentees to kind of challenge the status quo, and being vocal about their career development, and really being their own champion, and allowing them to understand what they're bringing to the table, what skills they've already got, and how they can develop those, and what that kind of looks like in terms of their their future, and and really helping them them map that map that out, and you know it's really interesting because it's it's very rare that I get somebody who's in academic publishing marketing. They're usually within another section or another department of the publishing industry, so it helps me keep my perspective fresh, and I'm always learning from them as well because they're talking about things like metadata and or they might be talking about things like from production perspective, things what I would have once been really close to have obviously changed. So I get to have a fresh perspective on those things as well. So it's like what was saying before, kind of keeping that finger on the pulse. So from a selfish perspective, I get to hear and listen about their experiences in their departments and their sections of the industry, whilst also helping them to develop as well.

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Speaker 1 33:32

Good that it works both ways and as a sort of critical pro. I understand that you, as an association, have recently launched a new student membership program. Can you tell me a little bit about what that consists of and how people can get involved?

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Speaker 2 33:48

Yeah, absolutely. So yeah, we're actually really excited about this. So and it's only I think it launched in April, if I remember correctly. So it was part of a bigger overhaul where created these individual memberships for different people, for different people at different stages of their of their career and whatnot. And like you say, yeah, absolutely right. There's there's one that's specifically designed for students. I like to think of it as the backstage pass because it it almost kind of opens the door for students into the academic academic scholarly communications ecosystem and it provides you with huge discounts across the board. So they get discounts on training and events, and then quite often there's an extra 50% off of those off the original rates as well. So all great things for in terms of developing your skills, if you know where you want to go to in your career, but equally if you have no idea and you just want some fresh skills or a fresh perspective on on the industry or a specific part of the industry, there will be some training available at some way in some way, shape, or form. And there's also the knowledge aspect. Of it as well, so there's full access to the webinar library. There's policy bulletins, which is really helpful, and the Alps alert as well. So provide you the must read and must know kind of information. Really helpful in the the landscape that kind of changes quite frequently and stuff like that. Really allows you to, like I said, keep your finger on the pulse, but my personal favorite, obviously, because I'm a huge advocate for it, is the mentorship scheme. So it actually gives you full access to the international mentorship scheme. So whether that is career development or just kind of navigating your transition into academic publishing, it's a great way to understand where you are, who we are. What the what is the publishing landscape? What the academic publishing landscape? What does that look like? And it just gives you a familiar face as well as you develop in your career. It's always good to kind of have someone external from your company have your back, kind of thing. So there's lots and lots and lots of things to unpack within within the student membership, but yeah, if you want to get involved, you can go ahead to the website. I think you can reach it by shop. Alps. Org, and yeah, you can you can get started basically today.

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Speaker 1 36:16

Great, that's wonderful. Thank you so very much. Finally, to wrap up, obviously Society of Young Publishers is aimed at helping people starting out and kind of looking to get into publishing. So, based on your career and your experience and your mentorship experience, what advice would you have to anyone listening that wants to get into publishing and specifically into academic publishing? What advice would you have?

I'd say be curious. I think very early on in my career, I kind of like I said, I was going to be a teacher, but then didn't do that, didn't pursue that. But when I first had the idea of getting into the publishing industry, I didn't really understand. I didn't really know any other aspects of publishing. I thought it was editors read the book, edit the book, publish the book, and that was in my very naive head. I was like, "That's it. This is just editors. So I'm going to be an editor. And it's only when I start to do research around it, and my friends were talking about it, and then I did my MA in publishing. It was then that I kind of understood that was like, oh, there's actually a huge world within publishing, and it's not just books. It's then that's when the academic door opened. And back in back in the day, you know, over 10 years ago, Cambridge was very much focused on academic publishing, so going into that academic side of things, I was like, "Oh, there's like this entire section of the industry that I just didn't know existed. So, I'm I'm not saying an MA is perfect for everyone, but you know, I think you can definitely mimic that in your own time if you want to do an MA, that's absolutely down to you. And I think you know, I benefited quite well from it. But you can definitely, you can definitely get a similar experience through doing internships and self learning and talking to people on LinkedIn as well. LinkedIn is a huge thing since I was kind in my early career and stuff. So kind of utilizing that opportunity and earmarking people that might be influencers to watch within the industry, or people who you might be interested to shadow in their career and stuff to get different understandings or aspects, all of those different things. But essentially, keeping an open mind, being a lifelong learner is is another one. Like I was saying earlier, I'm a big big advocate for that. Get a mentor as soon as you can, whether it be through Alps or some other organization, or through if you join a publishing company, might likely be a mentorship scheme there as well. But like I said, get a mentor straight away, and they will help guide you, and you will start to understand what publishing actually is about as well. Whether that be trade or academic, I think either either one, either side will be able to help navigate you and point you in the right direction of where you need to be, but also keep in mind your transferable skills as well. So you know you don't need to be a PhD graduate or anything like that to be fantastic publisher or marketer or anything like that. Majority of the time, it's down to being a good communicator, thinking fast on your feet, and being a problem solver, but also someone who cares as well, and I think has a lot of passion for whichever section of the publishing industry you go down with, whether it be trade or academic. Just make sure you've got that spark that you want to pursue. That whether it be books, journals, audio books. Whatever it might be, just keep in the back of your mind that you're you're doing this for a reason, whether it be to create books in a certain section that might be underdeveloped, or or whether it be working in a publishing an academic journals publisher that is specializing in cancer research, for example, just make sure you've got like some sort of passion that drives you drives you forward, and you want to continue learning, and you want to be part of that for a long time, and develop that, and care about it, and care about the future of what you want that to look like, and how you want that to develop and whatnot, but yeah, I think to close, be a lifelong learner and be curious.

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Speaker 1 40:46

I know that you said you originally wanted to work in trade, and then you decide you've moved over to academic. And I think there can be, especially you mentioned when you're looking first looking at publishing, there is the kind of outside view of it's all editors and all the editorial, and that's what everyone wants to do. And I agree that once you start to research and really understand what the industry is about, you see that there's a lot more to it. I think people might think that to working academic publishing, they have to have a science background or they have to be an academic. What would you say to anyone who is thinking that and hasn't really considered academic publishing perhaps as much.

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Speaker 2 41:26

Yeah, but it's it's so funny that you say that. Yeah, a lot of people do have that perceived idea that you need to be an academic to be in academic publishing. You don't. You don't need to be. Like there will be certain areas where you do because you're working with particular types of subject matter that requires in-depth knowledge. However, saying that, I do know that there's people that have developed their knowledge through working in journal departments or working in a specific publisher, and they didn't have a science degree. They didn't have a PhD in any sort of science, and they came from a humanities background. It is doable, and again, I think it's around having that passion. If you know that's what you want, and you want to develop in that area, you can definitely do it. And I think it's about making sure that that's the thing that you want to do, and having that road map in place, where what I was talking about earlier in terms of like a framework for your career. So, for example, again, just if you were looking to work in climate change journal, for example, making sure that you are aware of what's happening in climate change and being aware of current research and current problems and policies and things like that, and having that full perspective of the industry or perspective of that part of the of the industry, whatever that might be, just being aware of it and being able to talk about it and communicate about it clearly, I think that's the the big key takeaway. You definitely don't, especially in marketing, you don't need to have any sorts of extra special qualifications or anything like that. I always say you can definitely develop your marketing skills. Marketing skills are basically made in the field, not at the university. Sorry for anyone who's doing a marketing degree. It's just my opinion, but I do believe that I do believe that marketing can be done in the field, not not in the university and stuff. But like I said, there are aspects to publishing where it might be helpful to have a degree. But again, I don't think it would massively hinder you if you didn't have one. So, yeah, just again, be curious, communicate, talk to people, network, and you will get to where you want to be eventually.

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Speaker 1 43:53

Great. Well, thank you so much again for joining me, Philip. It's been a really interesting discussion, and I think it is definitely something that hopefully will be helpful to to anyone listening. Thank you very much.

S

Speaker 2 44:06

Thank you. Yeah, thanks for your time. It's been really fun.

S

Speaker 1 44:10

Thank you for listening to Inside Publishing. I've been your host, Sophie. If you enjoyed this episode, please rate and review us on Apple Podcasts, Spotify, or wherever you listen to your podcasts, it really helps us to reach more people. Also, feel free to let us know your thoughts on social media, or send suggestions our way at podcast.syp@gmail.com. See you next time.