

# Job Descriptions...

*make it clear what's expected*

## EDITOR-IN-CHIEF

- vision caster for the yearbook
- has a clear idea of the direction the yearbook will take: 1) a concept or a theme, 2) sections the book will have, 3) coverage as it relates to telling everyone's story, new angles for traditional events, day-to-day routine.
- conducts editorial board meetings
- keeps accurate ladder
- assigns specific pages to deadlines
- determines color coverage
- tracks progress of deadlines weekly with art director/design editor
- acts as staff cheerleader
- works one-on-one with editorial board members critiquing work, checking progress, motivating, problem solving
- manages and motivates staff
- oversees the overall book plan
- directly supervises cover, endsheets, theme pages and dividers
- oversees proof corrections
- responsible to adviser

## PRODUCTION EDITOR

- supervises production team
- supervises all "pre-press production" of the yearbook which comprises taking layouts from paper to screen to disk
- has a strong grasp of design
- has strong computer skills
- understands the use of style palettes and templates
- supervises creation of all style palettes
- supervises creation of sectional plans
- responsible for staff style book which includes a print out of each template version with any descriptors needed to explain headline requirements, caption starters, layout restrictions, etc.
- works one-on-one with production team, solving computer formatting problems, showing shortcuts
- tracks progress of pages in progress on computer

- keeps backup disks on all pages
- organizes disks/font disks

## ART DIRECTOR/DESIGN EDITOR

- plans visual execution of concept/theme through fonts, layouts and graphics
- works with section editors to discern specific needs of section
- creates visual unifiers throughout each section and for the entire book
- looks for ways to avoid visual monotony within sections by using at least 4 layout alternatives (varied dominant shapes, copy treatments, etc.
- works with production editor to create style palettes/section templates and to discern feasibility of special effects
- works with editor-in-chief to plan color for most effective usage
- works with production team to modify layouts to meet spread needs
- creates and compiles a visual idea file from magazines, catalogs, etc.
- check layouts for consistency, quality
- trains staff how to design layouts following template formats

## COPY EDITOR

- supervises all written work
- works with section editors to determine copy assignments for each deadline
- assigns all articles/features/copy
- holds pre-writing class workshop
- assigns headlines to writing team, may be done in brainstorming group
- assigns captions to writing team
- creates schedule of mini-deadlines to allow for complete writing process
- keeps chart by deadline of copy due
- tracks progress of articles daily
- serves on editorial board
- supervises copy writers
- reads, critiques, edits all draft copy
- meets with writers to discuss copy revisions
- gives to editor-in-chief/adviser all

- final copy for final edit/approval
- prepares information/data sheets for club advisers, class sponsors, team coaches
- trains copywriting staff
- reads copy for spelling, grammar and style consistency
- helps editor with copy content on cover, endsheets, theme-related pages, opening, divisions and closing
- keeps and shares an idea file of writing samples from other sources

## PHOTO EDITOR

- supervises all photography for book
- works with section editors to determine photo assignments for each deadline
- assigns all photos to photo team
- assigns mini-deadlines with time for adequate coverage, allowing for reshooting
- returns prints to photographers for caption identification
- returns finished prints and caption IDs to section editors for layout placement
- keeps organized file of contact prints, negs, used prints and/or digital images
- keeps and tracks calendar of school activities for photo coverage
- knows photographers and strengths and weaknesses
- trains staff how to fill out Photo Assignment Sheets and photographers how to use them
- notifies the subjects when photos are scheduled
- makes sure no photo is used more than once
- trains photographers/staffers to set up group photos and how to get the names of all people in them
- schedules visits of professional photographers
- regularly inventories and orders needed photo supplies
- compiles an idea file of good photos from periodicals, catalogs, etc. and displays them in the room.

## **SECTION EDITOR**

- works with editor-in-chief to plan material covered in section and assign deadlines to pages
  - works with art director/design editor to plan visual execution of the section (which layout goes where)
  - works with copy editor to plan and assign stories/coverage for section
  - works with photo editor to plan and assign photo coverage for section
  - works with production editor to monitor page progress
  - keeps current section ladder and tracks page progress daily
  - chooses photos for each spread
  - supervises section team
  - checks spelling of every name on every page in section
  - does final check of pages for completion before submission to plant
  - works with professional photographer to schedule IDs, group photos. Does everyone have a picture?
  - makes initial proof corrections for section
- writes copy and captions for each assigned spread
  - checks spelling of every name on each completed page
  - inputs spreads into computer
  - spell checks and proof reads all copy before submitting to copy editor
  - does check of pages for completion before submission to editors
  - is responsible for making all assigned deadlines
  - must stay at lunch or after school when necessary to make assigned deadlines
  - sells ads, helps with sales and distribution and any other tasks as needed/assigned by editors or adviser
  - tags all names on spread for index
  - responsible to editorial board and adviser

## **BUSINESS MANAGER**

- oversees all financial aspects of the book
- works with adviser to prepare budget, plan sales campaign for books, ads
- keeps track of the yearbook account
- organizes book sales and record keeping system
- coordinates marketing publicity for book sales
- organizes yearbook distribution
- organizes solicitation of advertising
- keeps accurate records of advertisers, size/type of ads, balance paid/owed
- directs and conducts class instruction on selling ads
- coordinates design, copy, photos in ad section

## **STAFFER**

- works alone or with a team to complete assigned spreads
- completes photo request forms for each assigned spread
- chooses/crops/labels photos for each assigned spread