Westside Yearbook – Job Descriptions

Sectional Job Destructions

Editor-in-Chief

▪ Supervises all staff members.
▪ Is accountable to the advisers.
▪ Delegates specific tasks to other staffers in a fair and equitable manner.
▪ Ensures all designated deadlines are met.
▪ Promotes teamwork and staff morale.
▪ Acts as an idea source for design, feature writing, fundraising, photography assignments and creative problem solving.
▪ Constructs ladder diagram with help from advisers.
▪ Writes yearbook copy and designs spreads – including end sheets, title page, table of contents, opening and closing sections.
▪ Sets the example of hard work.
▪ Pays attention to details.
▪ Arbitrates differences between staffers.

Business Manager

▪ Reports to adviser.
▪ Supervising selling of all advertising.
▪ Assigns specific prospects for staffers to call.
▪ Keeps accurate and up-to-date records of advertising sales and revenue.
▪ Collects payments and sends invoices and receipts.
▪ Keeps a record of all sale reports – prospects sold or not.
▪ Keeps a record of advertising expenses.
▪ Supervises the design of ad pages and the preparation of ads sold.
▪ Designs or modifies ads when necessary.
▪ Sets specific monetary goals.
▪ Sells a share of the advertising.
  ▪ Sales Functions
    ▪ Manages yearbook marketing promotion and sales.
    ▪ Develops creative ideas for yearbook sales campaign.
    ▪ Instructs and motivates staff members on sales campaign techniques.
    ▪ Organizes Yearbook distribution Party.
    ▪ Oversees yearbook distribution.

Section Manager

▪ Reports to the editor-in-chief.
▪ Responsible for the content and design of an entire yearbook section.
• Works with the editor-in-chief to conceive the design and structure of the book.
• Works with other section editors to ensure continuity throughout the book.
• Proofreads all copy for the section.
• Helps write stories, captions, and headlines for the section.
• Completes copy preparation instructions for submission to the printer.
• Instructs and assists designers and writers with their work.
• Assigns specific tasks and deadlines to designers, writers and photographers.
• Updates the editor-in-chief on the progress of the book.

Photo Editor
• Reports to the editor-in-chief and adviser.
• Manages as photography and photographers.
• Ultimately responsible for the quality and timeliness of all photographs.
• Oversees all photo requests and schedules photographers for shoots.
• Evaluates photos and writes comments or suggestions for editing.
• Ensures equipment is maintained, organized and clean.
• Controls photo supply inventory and informs adviser of misuse of materials.
• Reviews photographer’s work for over or undershooting.
• Personally assumes specific photo assignments.
• Instructs and advises other photographers on established techniques and procedures.
• Resolves problems concerning photographers and photography.

Photographer
• Reports to the editor-in-chief and/or editor
• Responsible for shooting photographs as assigned.
• Copies images from camera media to hard drive.
• Edits images down to the final edits.
• Captions all final edits, typing complete caption/credit information.
• Prints thumbnail copies of everything week by week.
• Watches school schedule carefully to ensure photo opportunities are not missed.
• Works with other photographers to take both desirable and undesirable assignments.
• Asks questions about photo assignments to ensure a good understanding of what is required.
• Assists other staff members in scheduling photo assignments.
• Carries camera to capture spontaneous events.

Page Designer/Copywriter
• Design Functions
  • Reports to the section editors and editor-in-chief.
  • Carefully follows layout guidelines set by the editor-in-chief and section leaders.
  • Prepares final layouts carefully (accurately positioning elements) on the computer.
  • Produces all work on time.
  • Assists with additional tasks as assigned by the editor-in-chief or section editors.
  • Sells fair share of advertising.
  • Helps others so all scheduled pages are finished by deadline.
  • Makes a final check of assigned pages for errors in design, copy or layout.
• Writing Functions
  • Writes copy specified by the editor-in-chief or section editors.
  • Assists in brainstorming feature and story ideas.
  • Gather facts for all assigned stories and attends relevant events for accurate reporting.
  • Schedules and conducts interviews for yearbook stories.
  • Works with photographer to plan photos for stories.
  • Ensures copy fits in allocated spaces.
  • Submits neat and complete final copy.
- Learns all stylistic and grammatical rules listed on style sheet (e.g., abbreviations, capitalizations, title, etc.)
- Does not plagiarize.
- Uses fairness in coverage, good taste in writing and does not disparage or libel anyone.

Functional Job Descriptions

Editor-in-chief
- Responsible for the overall planning of the book.
- Works with advisers, and section editors to develop a workable schedule to assure deadlines are met.
- Prepares and maintains the production schedule.
- Responsible for meeting printer deadlines.
- Follows up with section editors to see deadlines are met.
- Oversees selection of theme, ladder diagram, selection/design of cover and endsheets.
- Generally responsible for design/execution of opening, division pages and closing.
- Assures theme development throughout the book.
- Checks each complete page before submission.

Designers
- Writes copy specified by the editor-in-chief or section editors.
- Assists in brainstorming feature and story ideas.
- Gathers facts for all assigned stories and attends relevant events for accurate reporting.
- Schedules and conducts interviews for yearbook stories.
- Works with photographer to plan photos for stories.
- Ensures copy fits in allocated spaces.
- Submits neat and complete copy.
- Learns all stylistic and grammatical rules listed on style sheet.
- Does not plagiarize.
- Using strong design elements to create interesting and unique pages for the book.
- Incorporates consistency in the book through design.
- Uses fairness in coverage, good taste in writing and does not disparage or libel anyone.
- Assists with additional tasks assigned by the editor in chief or section editors.
- Sells fair share of advertising.
- Helps others so all scheduled pages are finished by deadline.
- Makes a final check of assigned pages for errors in design, copy or printers instructions.

  **Writers**
  - Reports to the section editors and editor-in-chief.
  - Carefully follows layout guidelines set by the editor-in-chief and section editors.
  - Prepares final copy for stories, and capsules.
  - Produces all work on time.
  - Makes final check of assigned pages for errors in design, copy or printer’s instructions.
  - Obtaining quotes for captions and stories in a timely manner.

  **Photographers**
  - Responsible for picture assignments, to see they are taken, and final images are submitted to the section editors.
  - Coordinates schedules events.
  - Post production on photographs.
  - All captions for photos.
  - Quotes where applicable.