

JOB DESCRIPTIONS

Adviser

1. Trains the staff to create the yearbook, but does not do it for them. Gives advice and asks questions.
2. Completes a final review of each page prior to submission.
3. Communicates clearly and often with the yearbook staff — putting communications in writing.
4. Meets the day after each deadline to review what worked well and what could be improved.
5. Selects the next year's staff.
6. Works with the editor to set a training schedule for all new and returning staffers.
7. Works with the editor to issue assignments and ensure they are completed on time.
8. Works with the editors to update the staff manual and to create and modify policies and procedures as the year progresses to improve the process and the product.

Editor

1. Works with adviser to select the staff and helps assign roles best suited to staffers' skills.
2. Manages or delegates all aspects of theme/concept work, including selection, development, design and production of cover, endsheets, title page, opening, dividers, closing and other related details.
3. Leads by example — communicative, prompt, responsible, responsive staffer whose concern is for the staff as a whole.
4. Completes the final check of all pages prior to submission to the adviser for review. Works with the adviser to ensure timely, correct submission of all deadlines to the plant.
5. Assists adviser with assessments of each staffer's participation and contribution following each deadline.
6. Helps with day-to-day tasks, and manages and motivates the staff.

Layout editor

1. Assists in developing the layout portions of the style guide.
2. Helps the editor complete the overall book plan.
3. Works with the adviser and editor to train the staff on design.
4. Critiques layouts, suggests changes and coaches designers so their work improves as the year progresses.
5. Answers all questions regarding design.
6. Checks all pages for consistency, style and technical errors before they are submitted to editor and adviser for the final check.

Photography editor

1. Not always the best photographer, but a strong organizer.
2. Selects and assigns photographers for each event.
3. Tracks the school's activities to be sure each event is covered.
4. Notifies groups when photos are scheduled.
5. Ensures no photo is used more than once.
6. Monitors coverage.
7. Trains photographers to set up easy-to-identify group photos.
8. Schedules visits with professional photographer.
9. Coordinates the image management system so it's easy to locate the photo files when needed.

Copy editor

1. Assists in developing the copy portion of the style guide.
2. Prepares info sheets for club advisers and coaches to complete.
3. Trains staff members to write copy, captions and headlines.
4. Reads all copy for spelling, grammar and journalistic style.

Section editor

1. Ensures copy and layouts are correct and consistent with the style guides.
2. Coaches staffers to improve their spreads.
3. Confirms page editors have indexed all names and checked spelling of every name on every page in the section.
4. Maintains coverage in the section. Ensures students do not appear more than once for the same topic.

Index editor

1. Maintains a list of every student, faculty member, staffer, administrator, school support person, advertiser, team, club, topic and section.
2. Confirms staffers have entered all names from copy and captions per spread into the index or uses HJ Index Builder after each deadline to eliminate errors and update coverage reports.
3. Notifies photo editor and copy editor of coverage concerns.
4. Supervises editing and formatting of the final index.

Photographer

1. Carries a camera at all times, on the lookout for great shots.
2. Brainstorms possibilities for every assignment, including a variety of photo composition, action, angles and perspectives.
3. Notifies the photo editor if he or she can't meet an assignment.
4. Confirms with editors that photos fill all needs for the spread. If not, arranges for another opportunity to shoot the assignment.

Designer

1. Builds assigned spreads by following the style guide set by the design editor.
2. Chooses, crops and labels photos for each assigned spread.
3. Checks pages for completion before submission to editors.
4. Responsible for meeting assigned deadlines.
5. Looks at spread as a whole to ensure it is visually appealing and content is cohesive.

Copy writer

1. Brainstorms copy and coverage for each assigned topic.
2. Conducts necessary interviews and research for all copy.
3. Expands on topics by adding supporting layers of coverage such as quote bars, time lines, personal profiles and more.
4. Writes copy, captions and headlines for each assigned topic.
5. Checks spelling of every name on each completed assignment.
6. Spell checks and proofreads all copy.
7. Make all assigned deadlines.
8. Checks copy for correctness, accuracy and completion.

Business manager

1. Develops budget with the adviser and editor.
2. Trains and supervises all staff members selling yearbooks.
3. Organizes and runs the yearbook sales campaign, and keeps up with all sales data and staff goals.
4. Supervises all fundraising activities.

Advertising manager (duties can be combined with business manager role)

1. Manages all advertising income.
2. Checks kit and orders any ad sales materials well in advance.
3. Compiles a list of prospective advertisers and patrons.
4. Writes the sales contract and sets advertising rates and deadlines with assistance from rep and adviser.
5. Is the official source of communication to business advertisers and parents purchasing senior ads.
6. Prepares thank you cards and supervises mailing.
7. Divides the area into territories and assigns sales teams to each.
8. Trains and manages all salespeople.
9. Notifies the Photo Editor when an advertising photo is needed.
10. Supervises design and copy for ad pages and checks for consistency and accuracy.
11. Follows up with businesses and parents by sending proofs of ads and ensuring they get what they want.
12. Stays organized and returns all photos and ad materials to parents.

Social media manager

1. Responsible for managing the yearbook's social media sites.
2. Works closely with adviser to ensure staff is operating within all school, district and federal online protection policies.
3. Determines which social media sites to use.
4. Defines the staff's goals for a social media presence.
5. Promotes the social media channels to the student body.
6. Posts yearbook-related information, photos and videos.
7. Monitors posts and comments and replies when appropriate.
8. Posts all year to build interest and promote sales.
9. Keeps students engaged with fun stories, polls, surveys, etc.
10. Engages with the sites of other on-campus groups, organizations and teams to increase overall engagement.

Staffer

1. Completes all copy, photo and design assignments from editors.
2. Responsible for meeting all assigned deadlines, and works closely with section editors.
3. Spell checks and proofreads all copy before submitting to any editor.
4. Checks spelling of every name on each completed page.
5. Checks pages for completion before submission to editors.
6. Sells ads, helps with sales and distribution and any other tasks as needed or assigned by editors or adviser.
7. Responsible to editorial board and adviser.