

Cornellian Editor-in-Chief

Purpose: The Cornellian Editor-in-Chief position provides a student with the opportunity to create an entire ~456-page yearbook centered on their own vision. The Editor-in-Chief is responsible for the production and creative direction of the book, and oversees an editorial staff of approximately 10-15 student employees. S/he works closely with the Business Manager and Sales and Marketing Manager to ensure financial and advertising success throughout the year.

Hourly Requirement: This position requires the manager to work part time (10-12 hours) in the office per week. However, usually 3-4 additional hours are necessary every week, and can even reach to an extra 12-15 hours during deadlines, which can be completed either in the office or at home. There is no summer commitment.

Job Description

The following job description paints a more complete picture of the skills that we are looking for. The Main Responsibilities will show the broad tasks that the General Manager is expected to perform. Though the job is comprehensive, many of the skills required to successfully execute these responsibilities are learned/perfected during training.

Main Responsibilities:

- **Hiring**
 - After being hired, train with previous Editor-in-Chief to learn more details about the position and to receive tips and advice. Establish relationship to allow contact in the future.
 - During the spring/summer, hire an editorial staff. Generally, 1 Managing Editor, 1-2 Design Editors, 1 Photo Editor, 5-6 General Photographers, 1 Clubs/Greek Photographer, 2 Copy Writers, 1 Sports Writer. Advertise job openings along with job descriptions. Interview applicants as necessary and request to see samples of previous work (page designs, photos, etc.). All editorial staff members must be specialized in and have previous experience with the skill they need for the job. It is recommended that photographers have their own camera equipment, although it is not necessary.
- **Design**
 - Develop a vision of the yearbook with a thematic coherence throughout the section. Creative vision is essential, as well as thorough understanding of design expectations based on previous books
 - Work with previous Editor-in-Chief in the spring to plan and design the yearbook cover for the following year. Meet with Jostens representative and cover designers as necessary.
 - Plan out ~456 page ladder, an excel spreadsheet that lists what subjects will be covered on each page of the book. Use this ladder break the book into sections (Student Life, Academics, etc.) and to plan out which pages will be submitted on which deadlines. Delegate tasks and assign photos and copy to specialized staff. Decide which pages you

will design yourself (usually dividers and front of book). Assign pages to be designed by Managing Editor and Design Editor(s).

- Share and explain visions for page designs with editorial staff and design editors. Develop several page designs of your own at the beginning of the year to show the staff what design style/theme you want to follow.
- Ensure thorough communication throughout the team. Hold weekly meetings with design editors to see their progress, and meet with entire editorial staff as needed (once or twice a semester is suggested).
- When assigning pages to design editors, thoroughly explain the materials they have to work with (text length and photos) and share what your vision is for the page. Allow them to use their creative ability and show you the page several throughout the process of designing it so you can give feedback.
- Proofread, edit, and triple check all content—attention to detail is *essential!* First rounds of editing can be shared with staff, but you must complete final edits and verify page numbers, lining things up, etc.
- See to it that all Jostens deadlines are met. There are five deadlines between the end of October and the end of February. These deadlines are very strict. If the pages are designed on InDesign, pages will be submitted for hard copy proofs by the deadline, and then there is a 2 week turn-around period to submit any corrections to the pages.
- Frequently communicate with the rest of the Cornellian team including the Sales and Marketing Manager, Business Manager, and editorial staff. Organize separate weekly meetings with managers and editorial staff.
- Lead design and proofing of parent advertisements. Work closely with Managers and design editors who are working on this section to verify content and accuracy. Effectively communicate design deadlines with managers to arrange deadlines for parent submissions. Estimate how many pages to leave for ads based on previous yearbooks and ensure everyone is aware of this page limit from the beginning.
- Lead and effectively delegate tasks to editorial, photo and writing staff members (typically 10-15 members total)
- Host and organize staff meetings to keep everyone unified, motivated and goal-oriented
- **Production**
 - Maintain a relationship with Jostens, our publisher. Keep the Jostens Representative up to date on progress of the book, respond promptly to emails, and attend all necessary meetings. Meet all deadlines and communicate any issues to the rep in a timely manner BEFORE the approaching deadline.
 - Meetings with designers, workshops, tips, etc.
- **Equipment**
 - Along with Business manager, maintain and update inventory of computers, photography gear, and accessories as appropriate
 - Maintain internal control over photography equipment
- **Day-to-Day/General Responsibilities**
 - Work collaboratively with Business and Sales and Marketing managers to develop consistent marketing strategies
 - Help to plan and host end-of-year signing events
 - Assist team in handling any customer complaints or printing errors

- Provide progress updates during weekly business meetings with CEO, President, Director of Operations and the rest of the Cornellian management team
- Spend ~10-15 hours in the office per week, especially during weeks surrounding deadlines which occur about every 3-4 weeks between October and February
- Work closely with Director of Operations to ensure overall business success throughout the year
- Communicating and working with parents and other customers on design, submission and payment of dedication advertisements
- Communicate with Academic Deans and the President to ask them for letters addressing the graduating class
- Keep track of all contacts throughout the year and send thank you notes to appropriate contacts
- Contribute to the overall benefit of SAI by participating in meetings, office hours, team projects, corporate recruiting/orientation/training and aiding other businesses when necessary
- Honor all deadlines and action plans
- Ensure a smooth transition for the EIC successor by maintaining accurate and detailed records of publication procedures as well as the issues relating to and resolution of any problems that occurred during the manager's tenure
- Update the training manual to ensure its relevance for the incoming manager

Necessary Skills:

- **Design skills:** Proficiency in Adobe InDesign and previous experience with page design is REQUIRED. Experience with Adobe Photoshop and Adobe Illustrator is preferred. Previous experience with page design, preferably for a publication such as a yearbook, magazine or newspaper.
- **Communication skills:** It is imperative that the EIC is able to communicate clearly and effectively with his/her editorial staff to delegate tasks, assign strict deadlines, and foster a cohesive and efficient work environment
- **Teamwork:** Much of the success of the Cornellian management team is based on their ability to understand each individuals' strengths and weaknesses, establish an effective channel and level of communication, and compliment each other while completing various tasks.
- **Organization/Time Management:** it is imperative that Cornellian managers are able to effectively delegate, manage, and balance various responsibilities including assigning tasks to editorial staff, communicating with parents (for advertisements) and Cornell faculty (for written letters), planning the ladder/organization of the book, designing pages, frequently conversing with design editors, Cornellian team, and Jostens rep, editing content and meeting deadlines.
- **Creativity:** The EIC should be artistically creative. He/she should be able to adapt ideas and themes from previous yearbooks and outside resources, while also creating a book that is original and aesthetically appealing. The EIC should have the ability to envision the book at a "big picture" level while also paying careful attention to detail on every page.
- **Self Management:** There is a significant amount of individual work that requires a manager to check their own progress, develop their own deadlines and assignments, and manage themselves. It is key to the functioning of the business that all managers are able to maintain an independent



schedule, stick to deadlines without being overseen, and create their own plans. Someone who is dedicated and internally-motivated will succeed in this position.

What We're Looking For:

We are looking for a dedicated, enthusiastic, and passionate student who will prioritize SAI in order to insure its success. Some of the qualities we are looking for in potential GMs are:

- People person/works well in an individual and team environment
- An ability to effectively communicate ideas in a confident manner
- Have a creative mind that notices various opportunities within current designs and projects
- A manager that is approachable, team-oriented, and innovative
- Someone who thinks out-of-the-box and is willing to try new things
- Has an inherent interest in technology and its interaction with marketing

If this sounds like you, apply today!