



LEGENDA

Wellesley College's Official Yearbook

2007-2008 Recruitment

**OFFICIAL JOB DESCRIPTIONS
AND APPLICATION
2007-2008**

**applications are due
September 13th, 2007**

LEGENDA JOB DESCRIPTIONS

2007-2008

All Legenda Staffers are responsible for attending weekly meetings (time TBA), meeting all deadlines, and for consistently presenting a good face for the organization to the student body.

Editor-In-Chief

The Editor-In-Chief is responsible for the overall production and sale of the Wellesley College Legenda. She has the final word on deadlines, ladders, and proofs, and is responsible for overseeing and motivating the rest of the staff. In charge of weekly meetings and any other events, the Editor-In-Chief makes sure the staff is aware of schedules and plans through email correspondence and the FirstClass conference. She is also the liaison to both the faculty advisor and the HJ/Davor representatives.

Oversees production of the yearbook and serves as the connecting link between both branches.

Responsible for production from planning stages through final proof checking.

Handles all organization president duties and formalities.

Creates final ladder and assigns deadlines for spreads.

Schedules (and attends) weekly meetings and staff communication.

Assists directors with motivation and encourages book consistency.

Addresses all concerns directed towards the yearbook and yearbook staff.

Handles all contact between advisor and printer.

Works with HJ Rep, Davor Rep and Marketing Department to coordinate consistency.

Keeps advisor informed of progress and activity within the staff and book.

Coordinates Senior Portraits.

Business Manager

The Business Manager is in charge of the sale and marketing of the book, and for all financial operations. She keeps the Editor-In-Chief aware of the financial standing of the book and both motivates and aids the Sales Manager and Marketing Manager with their day-to-day operations.

Oversees all three branches of the Business Branch and keeps the Editor in Chief informed of all activity.

Oversees "Treasurer" and advises financial operations.

Approves all transactions with account.

Assists Marketing with fundraisers and promotions and serves as the link between the Bursar and the staff in all formal affairs.

Makes suggestions and gives approval for marketing programs, then relays them to the Editor-In-Chief.

Is always aware of book sales and count.

Publication Manager

The Publication Manager is in charge of the actual production of the yearbook itself, serving as a link between the Editor-In-Chief and the Photography/Copy/Design staff. She takes responsibility for the execution of the book and for the completion of all deadlines, as well as for the integration of all of the production departments and aiding and motivating them in their day-to-day operation.

Oversees all three branches of the Production Department and serves as the link between the Production Department and the Editor-In-Chief.

Keeps the Editor-In-Chief informed of all activity on the Production side.

Makes sure that deadlines are met and spreads are covered.

Works closely with HJ Rep and Davor to see that all needs are met in a timely fashion.

Organizes InDesign and Photoshop workshops and training for new staff members.

Approves Creative visions for the book, demands consistency and maintains contact between all three branches to make sure final spreads reflect creative vision.

Edits all pages before they reach the Editor In Chief.

Shares photo/story/spread ideas with appropriate editors and helps them to meet their needs.

Sales Manager

Working under the Business Manager, the Sales Manager is responsible for keeping track of all of the money and orders that come in using Herff Jones' Clique software and answering questions from students and parents who have made purchases. The trained "Treasurer" of the organization, the Sales Manager both deposits checks into Legenda's Profits account and cuts checks from Profits and/or SOFC when necessary. The Sales Manager must be both highly interested in the business side of the organization and very organized and responsible.

Meets with Business Manager and Editor-In-Chief to develop a system for all financial activity, including book sales, ad sales, and receipts.

Answers all emails pertaining to sold items.

Undergoes Treasurer Training with the Student Bursar.

Deposits checks into the Legenda Profits account.

Cuts checks from both the Legenda Profits account and the Legenda SOFC account.

Is aware of the organization's financial standing at all time.

Hands off documented advertisements to the Design Editor.

Marketing Manager

Working under the Business Manager, the Marketing Manager is responsible for selling both the yearbook and ads to be printed in the book. The Marketing Manager's tasks would include working with the Business Manager and Editor-In-Chief to develop effective advertising and contacting (and keeping in contact with) both parents and businesses interested in buying ads. The Marketing Manager must be both interested in business, a creative thinker, and have good interpersonal skills.

Meets with Business Manager to develop marketing and promotional plans for sales and distribution, such as posters, web spam, student and parent mailings, as well as promotions involving senior portraits and staff recruitment.

Answers all emails from interested clients.

Contacts local businesses to sell advertisements.

Design Editor

Working under the Publication Manager, the Design Editor is responsible for both working with the Publication Manager and the Editor-In-Chief to conceptualize the book and for making sure that concept is executed in all layouts. Responsible for a team of layout staffers, the Design Editor makes sure all of the layouts in the book are both completed on time and aesthetically pleasing.

Meets with the Editor-In-Chief and Publication Manager to determine conceptual plan for the book.

Oversees day-to-day operations of all aspects of the book's creative design and layout designers, delegating sections and pages to layout staffers.

Teaches staffers how to use InDesign and other relevant software.

Ensures that layouts correspond with the overall look and concept of the book.

Works closely with Photo Editor and Copy Editor in adding all content to pages.

Makes all layout-concerned corrections on proofs.

Attends all design meetings, enforcing all layout staff deadlines.

Copy Editor

Working under the Publication Manager, the Copy Editor is responsible for all text published in the book. Responsible for a team of copy writers, the Copy Editor makes sure all copy is completed on time and is accurate. The Copy Editor is the go-to person for any and all text to be published in the book, and works with the Photography Editor to make sure her work is transferred to the Design Editor on time and in an organized fashion.

Meet with Editor-In-Chief and Publication Manager to determine story content needs for book and any sidebar stories or interviews.

Delegate writing assignments to team and ensure timely completion.

Coordinate any surveys or interviews that must be done.

Delegate caption-writing duties for the photos chosen for publication, as well as headline-writing duties for all layouts.

Encourage staff to submit interesting, factually-based, well-written articles, and edit as necessary, providing literary and grammatical guidance.

Serve as contact person for Layout Editor; give them all text that needs to go on layouts.

Make any textual corrections on proofs.

Attests to the accuracy of all writers' work

Attends all writers' meetings, overseeing and enforcing all writers' deadlines as well as day-to-day operations of writing staff

Photography Editor

Working under the Publication Manager, the Photography Editor is responsible for all photos to be published in the book. Responsible for a team of photographers, the Photography Editor makes sure all events, etc. that need to be photographed are covered and that all photos are of reasonable quality.

Working with the Copy Editor, the Photography Editor makes sure that her work is given to the Design Editor promptly and in an organized fashion.

Manages all photographic content in the book

Devises organizational system to keep track of all photos

Devise system for effective captioning and easy photo credit

Distributes photography assignments to staff and ensures timely completion

Educates photographers on use of camera and how to download their pictures, etc.

Serves as a photographer

Oversees day to day operations of photography staff

Reassigns or calls for re-shoots of photos if necessary

Works closely with design editor to ensure best use of photos

Edits photos in Photoshop when necessary

Makes and maintains list of photo-worthy events, then assigns them and keeps record of them

Helps hire photography staff

Web Mistress

We are also interested in recruiting a web mistress at this time; contact us if you are interested.

LEGENDA STAFF APPLICATION

2007-2008

Personal Information:

Name: _____ Class: _____
Email: _____ Cell Phone: _____
Major: _____ Residence: _____

Current Class Schedule:

CLASS	DAY/TIME
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Circle which positions you would be interested in:

Publication Manager	Business Manager
Design Editor	Sports Liaison
Photographer	Layout Staffer
Writer	Marketing Assistant

Circle which (if any) software programs you are able to use:

Adobe InDesign, Adobe PageMaker, Adobe Photoshop, Adobe Illustrator, Quark

Would you be willing to accept assignments to either photograph, interview, or write articles about certain events or people? YES NO

