

Staff Management

Using job descriptions to organize staff lets each student know what is expected, and lets you see if every job that needs to be done is covered. Yearbook production flows much more smoothly and deadlines are easier to meet when the staff knows what part they play in the process.

Included below are the most common staff titles and their job descriptions. When preparing to assign these positions, consider the size of the staff and the talents and capabilities of each member. Advisers at smaller schools may need students to double-up on duties, while advisers at larger schools may reformat the staff organization chart yearly depending on the number of people and their skills.

For example, the staff could be managed by one editor-in-chief who oversees everything and reports to the adviser. Or, the position could be split among two, three or four co-editors who oversee various functions, and they all report to the adviser. Another format would be to have section editors at a more managerial level like co-editors, and have specific tasks delegated to assistant editors or reporters.



The person in the position of business manager or marketing manager could use assistants, if available, to handle the commercial ad sales, senior ad sales, book sales, budgeting and accounting. A business or marketing manager also can be at the level of a co-editor.

The best way to look at the list below might be to review the tasks, look at your staff, then decide how to organize your staff for optimum productivity.

Editor-in-Chief

The student ultimately responsible for overall development and content of the book. Among the duties:

Delegates staff assignments

- Recruits staff and assigns jobs with adviser
- Sets and enforces a production schedule
- Edits every page and proof
- Leads staff meetings
- Trains and coaches staff
- Decides theme, design and coverage with adviser and other editors
- Plans ladder with adviser and section editors
- Reports to adviser

Managing Editor

An assistant who keeps the staff operating efficiently. Among the duties:

- Maintains supplies
- Fills out production forms
- Checks individual deadlines
- Reports to editor-in-chief and adviser

Co-Editors

Sometimes used instead of editor-in-chief and managing editor. There can be more than two co-editors; section editors and business managers can be at this level. Among the duties:

- Same as editor-in-chief and managing editor but are split among co-editors
- Report to adviser

Copy Editor

The proofreader of all copy before pages are due, checking for style and accuracy. Among the duties:

- Provides constructive feedback to improve writers' work
- Establishes copywriting styles with editor-in-chief
- Edits copy for clarity, style, grammar, punctuation and spelling
- Compares copy on all pages to prevent repetitiveness
- Suggests coverage ideas to designers and photographers
- Reports to editor-in-chief

Photo Editor

The person who assigns photographers to cover all events and stories. Among the duties:

- Edits photos and captions
- Ensures no photo runs twice and the same people are not photographed too often
- Runs the club/sports team Picture Days
- Works with professional photographer to coordinate senior and underclass portraits
- Orders supplies
- Sets up and maintains the image management system
- Reports to editor-in-chief

Business or Marketing Manager

The leader of the book and ad sales campaigns. Larger staffs may have a team that includes a bookkeeper, sales manager, promotions manager and ad designer who report to this position. Smaller staffs may use the advertising/index editor in this position. Among the duties:

- Balances the budget
- Provides a monthly report of income and expenses

Organizes marketing campaigns to advertise yearbook and ad sales
Organizes additional fundraising efforts if necessary
Prepares billing statements
Writes receipts
Makes daily deposits into the yearbook account
Reports to editor-in-chief and adviser



Design Editor

Creator of the layouts and page templates. Among the duties:

Organizes computer folders for templates
Trains staff on design software
Creates the style guide for design consistency
Reports to editor-in-chief and adviser

Section Editor

The person responsible for completion of all pages within his section. Among the duties:

Assigns spreads to other staff members if needed
Edits and proofreads every spread in his section
Section editors can include academics, sports, clubs/organizations, student life or people, and ads/index
Designs spreads if there is no design editor
Reports to copy editor, design editor and photo editor

Technology Director

Knows how to operate all hardware and software. Among the duties:

Ensures staff is saving text and photos in the correct format
Keeps desktops and hard drives organized
Sometimes creates, scans and manipulates all the graphics, freeing up the designers

Reports to editor-in-chief and adviser

Photographers

Take all requested photos. Among the duties:

- Shoot assigned event before, during or after school
- Prepare photos to use in the yearbook, including editing and filing
- Write appropriate captions
- Report to photo editor

Reporters

Cover and submit stories on events. Among the duties:

- Conduct interviews
- Cover assigned event before, during or after school
- Write and submit stories by deadline
- Report to section editor or copy editor