

Job Descriptions

The Editorial Board

All members of the editorial team are expected to:

- Work up to but no more than 20 hours a week on student publications—the newspaper, the student news website and/or the yearbook.
- Work with the adviser to recruit, hire, manage, and retain Student Publications staff.
- Work with the adviser to conduct staff training and to motivate, evaluate, reward, and discipline staff.
- Guide staff in planning and implementing news coverage that represents the university at-large.
- Conduct/attend weekly staff, editorial and budget meetings.
(NOTE: Editorial team members should miss required meetings only if they have a course conflict.)
- Write a weekly journal for the Director of Student Publications.
- Post newsroom work hours each semester.
- Participate in the pagination of all Student Publications products. *(NOTE: Editorial team members can be absent during the pagination process with the editor's approval or because of a course conflict.)*
- Complete functions necessary in the success of Student Publications including taking photographs, writing copy, posting stories, designing advertisements and/or pages, and distributing publications if necessary.
- Help make decisions such as those regarding story content, placement and design.
- Promote Student Publications on campus.
- Defend Student Publications, its staff and/or decisions they make during their tenure if necessary.

- Be held accountable for the successes and failures of Student Publications.

Job functions for specific members of the editorial team are as follows:

Editor-in-Chief:

- Responsible for overall Student Publications operations, including those for the newspaper, yearbook and news website.
- Manages the Student Publications staff, specifically directing editors to assist them in managing staffers reporting to them.
- Works with the adviser to manage the Student Publications budget.
- Updates and distributes a weekly news budget for the newspaper.
- Assists in updating and distributing a daily news budget for the website.
- Creates and distributes an annual yearbook ladder and updates the ladder as necessary.
- With the help of the staff, plans and implements content for all student publications.
- Writes (or assigns to another member of the editorial staff) a weekly editorial column.
- Represents Student Publications on university boards and committees, including the mass communications department's editorial advisory board.
- Submits funding requests for Student Publications if necessary.
- Writes at least one story, column or editorial a week.
- Edits all pages before they are sent to the adviser for final checks.
- Paginates pages for every publication, electronic or otherwise.
- Fills any vacant editorial position until the position can be filled.
- Guides the staff in making yearbook decisions such as those regarding the theme, ladder and cover design.
- With the help of the staff, works to carry out the yearbook theme on the DVD component.
- Works with the Marketing Director to promote Student Publications on and off campus

- Works with the Community Manager to promote content and Student Publications as a unit through social and electronic media.
- Represents Student Publications as a university figurehead.

Associate Editor:

- Responsible with the Editor-in-Chief for overall Student Publications operations, including those for the newspaper, yearbook and news website.
- Assists the Editor-in-Chief in their job as leader of Student Publications by acting as “second in command.”
- Helps the Editor-in-Chief with updating and distributing news budgets and ladders.
- Writes at least one story, column or editorial a week.
- Works with the Marketing Director to promote Student Publications on and off campus
- Works with the Community Manager to promote content and Student Publications as a unit through social and electronic media.
- Fills any vacant editorial position.
- Steps into the Editor-in-Chief’s roll if he/she is unavailable for any reason for the planning or production of the newspaper.
- Represents Student Publications as a figurehead for the university.
- Accountable for the success and failures of Student Publications.

Web Editor:

- Responsible for the overall planning, development and execution of content for *MediaOCU.com*.
- Responsible for the overall planning, development and execution of supplemental content in other publications regarding *MediaOCU.com*.
- Ensures that *MediaOCU.com* is updated daily during the regular academic year. This includes launching the site and sending out its email version.
- Posts an “update vacation” message during university breaks.
- Updates web content for a daily news budget that then is distributed to the staff.

- Works with the other members of the editorial board to converge all coverage mediums online.
- Works with the Marketing Director to use the site as a promotional tool for Student Publications.
- Works with the Community Manager to promote online content.
- Represents *MediaOCU.com* as a figurehead for the university.
- Accountable for the successes and failures of *MediaOCU.com*.
- Gives weekly updates in editorial meeting regarding site visits and usage.

Multimedia Editor:

- Responsible for overall Student Publications broadcast operations.
- Responsible for the overall planning, development and execution of broadcast content for *MediaOCU.com*.
- Manages a staff of students to work on the broadcast components of the site, including reporting to the station manager regarding these projects and staff positions.
- Makes multimedia decisions such as those regarding page content and navigation.
- Ensures that *MediaOCU.com* is updated at least once a week with video content.
- Launches *MediaOCU.com* daily if the Web Editor is unavailable to do so.
- Updates broadcast web content for the daily and weekly news budgets and for the yearbook ladder.
- Works with the other members of the editorial board to converge all coverage mediums online.
- Works with the Community Manager and Marketing Director to promote online content.
- Represents the Student Publications' multimedia components as a figurehead for the university.
- Accountable for the successes and failures of Student Publications' multimedia components.

Sports Editor:

- Works with Editor-in-Chief and Associate Editor to manage the sports staff.

- Oversees and implements sports news coverage for all aspects of Student Publications.
- Updates sports news on the news budgets and the yearbook ladder.
- Writes at least one sports-related story/column a week.
- Paginates the sports page and posts sports content on the website.
- Works with the Community Manager to promote sports content through social and electronic media.
- Accountable for the successes and failures of Student Publications' sports components.

Layout Editor:

- Responsible for the overall visual elements of Student Publications, including those involving the newspaper, yearbook, and *MediaOCU.com*.
- Works with the rest of the editorial staff to make Student Publications design decisions.
- Manages graphic design staff.
- Works with Editor-in-Chief to make pagination assignments including ad placement.
- Reviews all pages for design elements before they are submitted to the adviser.
- Maintains the design and PDF morgues.
- Works with design staff and Marketing Director to maintain university and Student Publications visual identity standards.
- Designs mods for the yearbook.
- Attends all pagination days to manage the process from start to finish.
- Works with Editor-in-Chief to leads the staff in selecting a yearbook theme and implementing that theme through design elements in the yearbook and on the DVD.
- Works with the Marketing Director to promote Student Publications on and off campus
- Works with the Community Manager to promote content and Student Publications as a unit through social and electronic media.
- Accountable for the successes and failures of Student Publications design.

Photo Editor:

- Responsible for Student Publications photography.
- Updates photography plans on the daily and weekly budget, and the yearbook ladder.
- Manages photography staff.
- Ensures that at least one wild art shot is posted every day on *MediaOCU.com*.
- Completes/delegates all assignments, including those for wild art and group portraits.
- Manages individual and group portrait dates for the yearbook.
- May be required to attend events and interviews when taking photos.
- Responsible for the correct identification of individuals pictured in photographs taken by their staff.
- Responsible for writing cutlines for photographs taken.
- Must ensure all photos for publication are color corrected and properly archived.
- Required to backup all photos taken at the end of each semester.
- Responsible for training photographers to color correct photos correct for online, web and yearbook.
- Responsible for training photographers on how to properly write cutlines.
- Responsible for the maintenance and upkeep of the photography equipment.
- Must check out the photography equipment for assignment, and turn it in when the assignment is complete. (*Note: Keeping university equipment overnight is prohibited for any editor.*)
- Works with the Marketing Director to promote Student Publications on and off campus
- Works with the Community Manager to promote content and Student Publications as a unit through social and electronic media.
- Accountable for the successes and failures of Student Publications photography.

Copy Editor:

- Reads and edits all Student Publications copy, making sure it publication worthy, grammatically correct, and it conforms to Associated Press and Student Publications style rules.
- Completes the Campus Calendar each week, including locating postings for calendar items and assigning photos from these items when appropriate.
- Completes the City Scene each week, including finding items for the list.
- Completes A+ once a month, including finding items for the list.
- Prints and copies weekly budget.
- Works with staff to answer questions or to better their writing skills.
- Works with the staff to ensure that all stories are in on deadline and ready for publication.
- Tracks staffers' deadline performance and provides weekly update to the adviser.
- Reads page proofs during the pagination process.
- Accountable for overall Student Publications content quality.

Advertising/Marketing Director:

- Works up to but no more than 20 hours a week for Student Publications.
- Responsible for the overall Student Publications advertising content and revenue and the overall public perception of Student Publications and the services it provides.
- Paid 20 percent of personal advertising sales revenue.
- Works with the Layout Editor and Graphic Designers to design advertisements.
- Works with the editors and adviser to hire, coordinate, train, and manage advertising staff.
- Attends weekly editorial and staff meetings.
- Documents all ads in the advertising book and makes sure they are paid for before they are set to run.
- Makes sure all ads are approved and in the appropriate folder by deadline before publication.
- Spends time off campus soliciting advertising and meeting with clients and potential clients.

- Maintains open lines of communication among the Student Publications editors and external publics.
- Responsible for distribution plans.
- Responsible for Student Publications promotions.
- Responsible for interaction with the OCU Student Publications Advisory Board, including mailing members weekly publications.
- Plans and implements the annual yearbook distribution event.
- Responsible for writing press releases about Student Publications' and staff member accomplishments.
- Represents Student Publications as a figurehead for the university.
- Accountable for the successes and failures of Student Publications' advertising, marketing and public relations efforts.

Digital Advertising/Marketing Director:

- Works up to but no more than 20 hours a week for Student Publications.
- Responsible for the Student Publications advertising content and revenue for the app and website, and the overall public perception of Student Publications and the services it provides.
- Paid 20 percent of personal advertising sales revenue.
- Works with the Layout Editor and Graphic Designers to design advertisements, if necessary.
- Works with outside vendors as needed for advertising purposes.
- Works with the editors and adviser to hire, coordinate, train, and manage advertising staff.
- Attends weekly editorial and staff meetings.
- Documents all ads via contract and makes sure they are paid for before they are set to run.
- Spends time off campus soliciting advertising and meeting with clients and potential clients.
- Maintains open lines of communication among the Student Publications editors and external publics.
- Responsible for Student Publications digital promotions.
- Represents Student Publications as a figurehead for the university.

- Accountable for the successes and failures of Student Publications' advertising, marketing and public relations efforts.

Community Manager:

- Works up to but no more than 20 hours a week for Student Publications.
- Responsible for the overall social media reputation of Student Publications.
- With the help of the staff, plans and implements all social media content for all student publications.
- Represents Student Publications and the persona of Stu Pub online.
- Attends weekly editorial and staff meetings.
- Works with the other members of the editorial board to promote content and Student Publications as a unit through social and electronic media.
- Responds to all engagement via official Student Publications social media accounts.
- Trains Student Publications editors and staffers regarding social media best practices.
- Creates an annual social media plan including goals, objectives, strategies and tactics.
- Accountable for the successes and failures of Student Publications' social media marketing and engagement efforts.