

Yearbook Staff Roles & Responsibilities



Adviser

Trains the staff to create **the yearbook** — but does not do it for them.

Editor-in-Chief

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

- Recruits staff and assigns jobs with adviser
- Sets and enforces a production schedule
- Trains staff on Online Design
- Decides theme, design and coverage with adviser and other staff members (usually at camp)
- Plans ladder with adviser and staff members
- Creates the style guide for design consistency
- Organizes computer folders for templates
- Delegates staff assignments
- Edits every page and proof
- Leads staff meetings
- Trains and coaches staff

- Reports to adviser

Marketing Head

The leader of the book finances and ad sales campaigns.

- Balances the budget
- Provides a monthly report of income and expenses
- Organizes additional fundraising efforts if necessary
- Prepares billing statements
- Writes receipts
- Makes monthly deposits into the yearbook account
- Reports to editor-in-chief and 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
- Compares copy on all pages to prevent repetitiveness
- Suggests coverage ideas to designers and photographers
- Reports to editor-in-chief

Staff Member

Each staff member is master of their own spreads. This means they're responsible for every aspect from beginning to end.

- Cover assigned event before, during or after school
- Talks to teachers/sponsors about coverage for the year
- Knows when events are taking place and plans for photos, interviews and secondary coverage PRIOR to the event
- Shoot assigned event before, during or after school
- Immediately adds and tags these photos on Walsworth
- Write appropriate captions and body copy
- Reports to editor-in-chief