

# THE MANOR

## APPLICATION

### **Editor-in-Chief**

Due: 5 p.m., Monday, Feb. 3, 2020

#### **Application Instructions**

Applicants shall submit the completed application, cover letter, current résumé, answers to the questions below, at least three samples of writing, photography and/or multimedia work, engaging social media content, podcasts or videos.

Letters should be addressed to David Blake, Chairman, Student Media Advisory Council.

Application materials must be submitted via email in a single PDF. The deadline to apply is 5 p.m., Feb. 3, 2020. Applicants will be interviewed by the Student Media Advisory Council at 9 a.m. Friday, Feb. 14, 2020. The new general manager will assume the position on March 14, 2020.

For More Information Contact: Adam Crisp, director of student media, at 912-525-5681 or [acrisp@scad.edu](mailto:acrisp@scad.edu).

#### **Supplemental Questions**

1. What is the purpose of a fashion publication?
2. What do readers of The Manor expect from the site? Is The Manor currently meeting these expectations? Why or why not?
3. Describe your leadership style and highlight how your style best serves The Manor.
4. Which skills or abilities do you wish to learn or further develop from serving as editor-in-chief? Explain.
5. Please submit a one-year plan that answers the following questions in detail:
  - What strategic and operational goals you would like to accomplish during your term as editor-in-chief?
  - How will you build and manage a team so that it achieves your goals while also nurturing independent ideas and personalities?
  - How will you innovate and move the publication forward?
  - How will you research and analyze The Manor's audiences? What ideas do you have to better serve them? How will you implement these ideas?
  - What are the most significant challenges The Manor will face in the coming year? What are the most exciting opportunities?

#### **Timeline**

January 10: Applications available.

February 3: Completed applications emailed in PDF format to [acrisp@scad.edu](mailto:acrisp@scad.edu).

February 14: Interviews held and successful candidate announced.

March 12: Winter quarter ends; new editor-in-chief assumes role.

## **Editor-in-Chief Job Description**

Launched in 2014, The Manor is one of the first collegiate fashion publications. The publication is intended to capture the energy and excellence of SCAD's fashion program, including its faculty and staff. The editor-in-chief is the chief content officer, creative director and cheerleader-in-chief of a staff of more than 100 contributors and approximately 15 student editors.

### **Qualifications**

- Full-time student enrolled at the Savannah campus for fall, winter and spring quarters.
- Graduation date of May 2021 or later is required.
- Applicant must remain enrolled at the Savannah campus for spring, fall and winter quarters.
- Minimum 2.5 GPA required. Applicants should not be on academic or disciplinary probation. These standards must be maintained for the entirety of the manager's term.
- At least one quarter of service to a Student Media entity is preferred.
- Able to report for fall quarter by Monday, Sept. 7, 2020.

### **Preferred Skills**

- Leadership: Engage students and inspire them to greater challenges.
- Professionalism: Conduct business with care and concern for public image.
- Strong communication: Possess a professional demeanor. Be able to confidently interact with others orally and in writing.
- People skills: Able to resolve conflicts. Effectively communicate positive and negative messages. Able to motivate and discipline.
- Operating systems knowledge: Understand WordPress and social media platforms.
- Web analytics knowledge: Understand Google Analytics, social media analytics.
- Understand team dynamics and ability to work as a part of a team.
- Ability to meet deadlines.
- Self-starter.

### **Editor-in-chief Responsibilities**

- Responsible for daily operation of The Manor (scadmanor.com, social media, etc).
- Ensures that content meets expectations of professionalism
- Collaborates with staff to increase readership and social media presence
- Approves all marketing and promotions in an effort to solidify a proper brand
- Collaborates with other editors to ensure a smooth and transparent work system
- Sets agenda and presides over staff meetings and other meetings.
- Recruits and supervises management staff and conducts quarterly performance review. Monitors staff's progress weekly and requires a summary of work performed.
- Participates in leadership and professional development programs as assigned by the adviser.
- Maintains staff contact and email list.
- Holds at least 10 office hours per week during business hours.
- Checks staff email and replies within 24 hours.
- Meets weekly with director of student media.
- Reads and suggests edits to student media handbook.
- Other duties as assigned.

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APPLICATION

## Editor-in-Chief

Due: 5 p.m., Monday, Feb. 3, 2020

Name \_\_\_\_\_ Date \_\_\_\_\_

Local Address \_\_\_\_\_

E-mail \_\_\_\_\_@student.scad.edu Phone \_\_\_\_\_

Major \_\_\_\_\_ Cumulative G.P.A. \_\_\_\_\_ Year of study \_\_\_\_\_

Are you a member of a SCAD media group or student organization? If so, list and indicate level of involvement or positions held.

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Describe any previous high school, college or professional broadcasting or journalism experience, or any experience for the position in which you're applying.

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**Please include the following with your application:**

- Please e-mail the completed application in PDF format to Adam Crisp at [acrisp@scad.edu](mailto:acrisp@scad.edu). Applications are due no later than 5 p.m., Friday, Feb. 3, 2020. Applications turned in after the deadline will not be considered.
- Cover letter detailing your credentials, explaining why you are seeking the position and what you will bring to the job.
- Resumé.
- Answered supplemental questions.