

**Student Media: Savannah  
District Editor-in-Chief Application  
March 19, 2021 – March 15, 2022**

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**Application Instructions**

- Your complete application will include a signed cover letter, your current résumé (with adequate contact information), answers to the questions below, and names and contact information for two professional references. Incomplete applications or applications received after the deadline will not be considered.
- **Applications are due Friday, Feb. 5, 2021 by 5 p.m.**
- Application materials must be submitted via email as a PDF to studentmedia@scad.edu. If you have any questions about application materials, contact Jessica Clary at jclary@scad.edu or 404-906-8143.
- If you are selected for an interview, you will be notified of the interview date by the end of the day on Friday, Feb. 12, 2021.

**Supplemental Questions**

1. What is the purpose of a student news website?
2. What do District readers expect from the site? Is District currently meeting these expectations? Why or why not?
3. Describe your leadership style and highlight how your style best serves District
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:
  - a. What strategic and operational goals you would like to accomplish during your term as editor-in-chief?
  - b. How will you build and manage a team so that it achieves your goals while also nurturing independent ideas and personalities?
  - c. How will you innovate and move the publication forward?
  - d. How will you research and analyze District's audience? What ideas do you have to better serve them? How will you implement these ideas?
  - e. What are the most significant challenges District will face in the coming year?
  - f. What are the most exciting opportunities?

**Timeline**

Jan. 8, 2021: Applications available.

Feb. 5, 2021: Applications due.

February TBD: Interviews and selection.

March 19, 2021: Term begins.

**Student Media: Savannah**  
**District Editor-in-Chief Goals and Responsibilities**  
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District was founded in 1995 as a one-page section in the SCAD-owned community newspaper, The Georgia Guardian. From there, the publication evolved into a stand-alone, editorially independent print publication. Today, District is the hub of an array of daily multimedia websites. A staff of approximately 20 paid student editors and another 75 volunteers contribute to District and its affiliated publications. The editor-in-chief makes daily content decisions, oversees training and recruitment and coordinates with the adviser to make long-term decisions about the future of the publications.

**Qualifications**

- Student enrolled at the Savannah location for fall, winter and spring quarters (2021-2022).
- Graduation date of May 2022 or later.
- Applicant must remain enrolled at the Savannah location for four consecutive quarters.
- Minimum 2.5 GPA required. Applicants may 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.

**Preferred Skills**

- Writing, editing, photography and multimedia design experience.
- Knowledge of journalistic style and ethics, specifically AP Style.
- Leadership: Engage students and inspire them to greater challenges.
- Professionalism: Conduct business with care and concern for public image.
- Strong communication skills: 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.

**Responsibilities**

- Responsible for daily operation and content of District's website and social media.

- Exercises final approval on all content developed for website and makes sure the site is updated with new content on a daily basis during fall, winter and spring quarter and that that content meets expectations of professionalism.
- Exercises final approval on all content in the Port City Review journal and on the Port City Review website.
- Approves all marketing and promotions to solidify brand.
- Collaborates with staff to increase readership and social media following.
- Collaborates with other editors to ensure a smooth and transparent workflow.
- Schedules, sets agenda and presides over staff meetings and other meetings.
- Assigns stories or delegates other editors to make assignments to staff members.
- Recruits and supervises editors and conducts quarterly performance reviews. Monitors staff progress weekly and requires a summary of work performed.
- Upholds and educates others on established standards of journalistic ethics.
- Participates in leadership and professional development programs as assigned by the adviser.
- Maintains staff contact and email list of interested students.
- Holds at least 10 office hours per week within business hours.
- Checks staff email and replies within 24 hours. Maintains District Slack workspace for internal team communication.
- Meets weekly with staff adviser.
- Reads and complies with Student Media handbooks.
- Plans at least one medium-to-large scale marketing event each quarter.
- Other duties as assigned.