

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

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 comics website?
2. What do HoneyDripper readers expect from the site? Is HoneyDripper currently meeting these expectations? Why or why not?
3. Describe your leadership style and highlight how your style best serves HoneyDripper.
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 HoneyDripper's audience? What ideas do you have to better serve them? How will you implement these ideas?
 - e. What are the most significant challenges HoneyDripper 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
HoneyDripper Editor-in-Chief Goals and Responsibilities
March 19, 2021 – March 15, 2022

HoneyDripper operates under the SCAD Student Media umbrella as an online student comics blog.

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

- Drawing and sequential art skills.
- 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 content management 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 HoneyDripper'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 twice per week during fall, winter and spring quarter and that that content meets expectations of professionalism.
- 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.
- Recruits and supervises editors and conducts quarterly performance reviews. Monitors staff 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 of interested students.
- Holds at least five office hours per week within business hours.
- Checks staff email and replies within 24 hours. Maintains HoneyDripper Slack workspace for internal team communication.
- Meets weekly with staff adviser.
- Reads and complies with Student Media handbooks.
- Plans at least one marketing event each quarter.
- Other duties as assigned.