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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 fashion website?
2. What do The Manor readers 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:
   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 The Manor's audience? What ideas do you have to better serve them? How will you implement these ideas?
   e. What are the most significant challenges The Manor 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.

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 for contributors and 8-10 student editors.

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
- 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.
- Self-starter.

Responsibilities
- Responsible for daily operation of The Manor website and social media.
- Ensures 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.
- Sets agenda and presides over staff meetings and other meetings.

- Recruits and supervises management staff and conducts quarterly performance reviews. Monitors staff progress weekly and requires a summary of work performed.
- Reviews staff warning notices and hears appeals.
- 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 The Manor 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.