2015-2016
CACTUS
YEARBOOK
EDITORIAL
STAFF
APPLICATION

Hello!

Thank you for applying to the 2015-2016 Cactus Yearbook editorial staff! I'm so excited to begin working on the book!

This year, I want to increase awareness of the yearbook as well as raise the standards for design, while maintaining strong and consistent photography and stories. I'm looking to hire individuals to form the 2016 editorial staff that are hard-working, dedicated, and willing to learn as the year goes by. All editorial and staff positions are paid. The writing and photography staff application will be available in the summer.

As part of your application, I will require you to submit:
  1. This **form**: http://goo.gl/forms/h5lGK5rR31
  2. A **resume**
  3. A **cover letter** explaining why you are right for the position
  4. A **portfolio** or work samples (a link to an online portfolio is acceptable)
  5. An **additional application requirement** dependent on the position you are applying to. Descriptions can be found in the following pages. You can find the files required for this portion at: http://goo.gl/7fCpVQ

Feel free to be as creative as you'd like in your application. Prove to me that you will be capable of handling the position you are applying for! If you are applying to multiple positions, please submit part 5 for all positions you are applying to.

Please submit parts 2-5 of your application by email to cactuseditorinchief@gmail.com

If you have any questions or concerns, please contact me at:
cactuseditorinchief@gmail.com
832-851-5265

I look forward to seeing your applications!

Stay prickly,
Christy Zhang
Cactus Editor-in-Chief

EDITORIAL STAFF POSITIONS

Assistant Editor

Job description:
• Edits all spreads before official deadlines and assists with proofs
• Checks in on the section editors to make sure they have everything they need to make the spreads

Prerequisites:
• Needs to be strong in all aspects of yearbook editing- design, copy, and organization
• Proficient in Adobe InDesign and Photoshop
  Application requirement:
  Open the folder titled "Assistant/Managing Editor" and submit a list of corrections you would make to the spread

Managing Editor

Job description:
• Keeps track of photography and copy staff for payroll
• Plans photo, copy, and full staff meetings using Doodle or other scheduling program
• Assists with editing

Prerequisites:
• Needs to be extremely organized
• Proficient in Adobe InDesign
  Application requirement:
  Open the folder titled "Assistant/Managing Editor" and submit a list of corrections you would make to the spread

Photo Editor

Job description:
• Recruits and manages assignments for photographers
• Selects and edits photos to be given to section editors

Prerequisites:
• Proficient in Adobe Photoshop
• Capable of using a DSLR camera
  Application requirement:
  Open the folder titled "Photo Editor" and select and edit 5-6 photos that you would give to a section editor to use in a spread

Copy Editor

Job description:
• Recruits and manages assignments for writers
• Makes the final edit of stories

Prerequisites:
• Able to edit stories according to AP guidelines
• Knowledge of grammar rules
  Application requirement:
  Open the file titled "Copy Editor" and edit the story

Section Editors

Job description:
• Pitch ideas for their section every week
• Use the photos and stories provided to create all spreads for their section
Prerequisites:
• Proficient in Adobe InDesign and Photoshop

Athletics:
• Must be knowledgeable in sports and sports terminology

Academics & Organizations:
• Must be aware of activities and events occurring on campus

Student Life:
• Must be aware of interesting people and events not UT academic or organization related

Application requirement:
Open the folder titled "Section Editor" and using the photos and copy provided, follow the instructions to create a spread
*Note: you do not have to use all the photos given

Graphic Design Editor

Job description:
• Works closely with the marketing editor to create posters and other promotional advertisements for digital and print marketing
• Creates graphics when necessary for spreads in the yearbook
Prerequisites:
• Proficient in Adobe InDesign and Photoshop
• Proficiency in Adobe Illustrator recommended but not required
• Some knowledge of marketing design strategies

Application requirement:
Open the folder titled "Graphic Design Editor" and follow the instructions to create a promotional poster for Cactus

Social Media Editor

Job description:
• Manages social media accounts and maintains online presence for Cactus
• Decides on marketing strategies to focus on and works with graphic design editor to create advertisements
Prerequisites:
• Proficient in handling Cactus's social media accounts on Facebook, Twitter, Instagram, and potentially Snapchat
• Some knowledge of marketing strategies

Application requirement:
Open the file titled "Social Media Editor" and follow the instructions to create a potential plan for marketing and advertising the yearbook

Digital Records Editor

Job description:
• Contacts groups on campus for group photos and updates website accordingly
Prerequisites:
• Some understanding of web design

Application requirement:
There is no additional application requirement for this position. Please include a work sample pertaining to web design or proof that you understand how to work a website in part 4 of your application