



Michiganensian Yearbook

2017-2018 Business Staff Application

Thank you for your interest in the Michiganensian Yearbook. This document contains information about business staff positions as well as the application which must be completed before consideration for a staff position. Upon completion, please email this application to Matisse Rogers at matisser@umich.edu. This form can be filled out within Adobe Acrobat.

the basics

It is important to understand that the Michiganensian Yearbook is a collaborative effort and can be a considerable time commitment. The following outlines requirements that pertain to the entire staff:

Why Join?

Help us foster the continued success of a 121 year old publication. While the college yearbook industry suffers across the nation, the Michiganensian continues to prosper due to the hard work of its staff members. Be a part of our tradition of excellence and have the chance to contribute your skills to every aspect of the organization. Some of the benefits of being on staff include:

- Excellent experience to add to your resume
- Leadership opportunities and room for advancement
- Free 2018 Michiganensian
- 24/7 access to the Student Publications Building/Yearbook Office
- Networking opportunities with Journalism and Business Professionals
- Potential scholarships and work study grant fulfillment
- Lasting relationships with fellow staff members
- Small stipend granted each month

Office Hours

Each week, staff members are asked to spend a given amount of time in the yearbook office. At the beginning of the semester, there are usually 4 required office hours each week. This number decreases as the school year comes to a close. The time is flexible around our schedule and other commitments, and may be broken up throughout the week. While office hours are intended for yearbook assignment, staff members may choose to perform non-related yearbook activities such as homework, so long as they perform required office tasks as needed.

Marketing

The yearbook is funded by sales, thus the more books purchased, the more money is available for production. In order to increase awareness of the book on campus, all staff members are expected to participate in up to 4 marketing hours for every two months. This number is in addition to any responsibilities that may be included in your position if you choose to apply for a position within the marketing division.

Meetings

Staff members must attend meetings, the dates of which will be specified by the Business Manager or Editor in Chief. Meetings are usually once or twice a month. Meetings are relatively brief and are intended to help facilitate communication among the staff as a whole.

the positions

The following outlines specific staff positions and their respective responsibilities. Each position is expected to complete 4 office hours per week unless otherwise noted.

Positions:

Marketing Director: Oversees Marketing Designer and Communications Coordinator to strategize marketing efforts throughout the school year. Manages annual marketing budget for the fiscal year and allocates funds accordingly. Creates email campaigns for events such as Grad Extravaganza, Senior Portraits, Commemorative Ads, and yearbook sales. Tracks email campaign progress and evaluates effectiveness throughout the year and makes necessary adjustments. Organizes staff to help with flyering, chalking, and promotional tables around campus. Expected to plan marketing times for all staff members to fulfill their marketing commitment, working alongside the Business Manager. Responsible for managing a timeline in order to ensure emails and advertisements are on schedule with marketing plan, working alongside the Business Manager for this as well. Runs sign up sheets for events such as Grad Extravaganza. Seeks out new marketing opportunities on campus such as diag boards, signage or other innovative ideas.

Communications Coordinator: Works alongside Marketing Director to run all social media and online platforms which includes Facebook, Instagram, Twitter, and website. Organizes and updates these platforms with information on upcoming events, or other information about the yearbook. Strategizes timing of social media posts and advertisements to optimize likes, shares, and online engagement. Engages with staff members through online interaction such as staff profiles, tags, and likes. Creates a brand image and voice for the Ensign through these channels to increase online presence and following. Also keeps track of office hour requirements and meeting attendance for entire staff.

Marketing Designer: Creates and carries out effective marketing materials such as flyers, mailers, newsletter advertisements, email campaigns, and social media advertisements. Works alongside the Marketing Director and Communications Coordinator to strategize key messaging, design appeal, and timing for target audience on each channel. Offers much opportunity for creative freedom within our design standards. Interested candidates must have Photoshop and InDesign experience. Time commitment could exceed 4 hours depending on time of year and your personal design speed.

Business Analyst: Manages database of current and previous years' yearbooks. Compiles data from several different sources to create one yearbook spreadsheet. Analyzes yearbook orders from multiple sheets to prevent errors or duplicates in comparisons. Uses excel to analyze the yearbook index and optimize the amount of students purchasing a yearbook. Works closely with Business Manager to help produce variance analysis reports, updated cash flow forecasts, and budget proposals.

the application

Name

Email Address

Phone Number

Eligible Not Eligible

Graduating Class

Work-Study Eligibility

Home Address

Campus Address

List other significant time commitments

Please Rate the Staff Positions (1 - First Preference, 2 - Second...)

You may choose as few or as many as you desire

Marketing Director

Communications Coordinator

Marketing Designer

Business Analyst

Other: _____

Think of something we didn't? Let us know!

How do your past experiences prepare you to be a member of our staff?

Why do you want to work for the Michiganensian?

What long-term goals do you have for yourself as a member of the staff?

Additional comments:

Please submit your application by email to Matisse Rogers at matisser@umich.edu. Positions will be filled on a rolling basis and applications received earlier will be given priority. Please contact us with any questions about the yearbook, the staff, or the positions - we'd be happy to answer!

Hope to see you next year . . .