

Tri-County Area School District
Plainfield WI 54966

JOB DESCRIPTION

JD CC 238
Updated September 2009

Position Title: **Yearbook Advisor**

Qualifications:

- Ability to operate a camera and take photographs that are clear and useable.
- Ability to do page lay-outs with an awareness for page spatial balance.
- Possess fine reading and spelling skills for proofing page content on accuracy and completeness.
- Ability to work with adults to coordinate the yearbook budget, advertising ads, production pricing and printing, picture taking day for students and staff.
- Ability to work with students in a coaching, advising and leadership role.
- Ability to follow school policies, procedures, and rules.
- Ability to accept constructive criticism.

Position Function:

Yearly, turn out a school yearbook that is professionally done; is representative of the activities and functions of the student body; does not discriminate against students, adults, groups, organizations, or classes; and represents the best values of the school district.

Specific Responsibilities:

1. Provide the student yearbook staff with guidance, advice, information, and time-lines.
2. Establish, with input from the student yearbook staff, a work schedule to do production and page lay-out work and other yearbook duties as required.
3. Attend workshops that provide ideas on producing a quality yearbook.
4. Establish work shop training for the student yearbook staff and chaperone students to out of district seminars and workshops on yearbook production.
5. Take full responsibility to ensure that all deadlines for yearbook production are met.
6. Establish meeting times with yearbook printing firm on a periodic basis to discuss relevant items pertaining to the yearbook.
7. Recruit yearbook staff from the student body and promote the production of the yearbook as a worthwhile student function.
8. Proofread and edit all portions and pages of the year book for lay-out quality, print quality and content, for discrimination and over-all picture, and print selection.

9. Set the dates for picture taking day at school involving the building principals, teachers, and other staff.
10. Develop a yearbook budget using the student yearbook staff, with full knowledge of debts and receipts, and manage effectively the use of funds for the yearbook projects.
11. Develop, with the assistance of the student yearbook staff, a promotion and process to successfully obtain yearbook dollars through advertisement ads.
12. Oversee record keeping of all funds received through ad sales, donations, and school district funding. Turn in funds received to the high school office as per school board policy, and oversee the billing and collection of advertisement sales.
13. Maintain a file that contains all contracts with the yearbook publisher, including names and addresses of yearbook salesmen, trainers, etc.
14. Maintain files of all artwork, photographs and other printed material collected and compiled during the school year in the production of the yearbook.
15. Oversee and schedule all picture taking for the yearbook including all co-curricular activities, special events, and individual/group snapshots.
16. Oversee the training of all student photographers, the maintenance of the photography equipment and the appropriate storage and safety of all photography equipment.
17. Oversee the student yearbook staff in obtaining and proofreading all written material from staff and other individuals not associated with the school.
18. Ensure that all staff, administration, school board members, and are recognized with pictures in the yearbook.

Evaluation: Performance of this job will be evaluated with provisions of the Board's policy on evaluation. Evaluation will be by the building principal.