GERMAN SHORTHAIRED POINTER CLUB OF AMERICA

GSPCA PRODUCTION EDITOR

GOALS:

- Produce a magazine that is content rich in all areas in which German Shorthair Pointers compete (field, hunt, show, performance and companion competition) and in which they are loved as a pet and friend.
- Continue to improve upon the visual look and Style of the Shorthair Journal (SJ).
- Develop a publication schedule with the goal of meeting specified mailing dates for each issue with 100% reliability.
- Work with the Magazine Chair and/or Board Liaison to review the structure, content and publication process to make the magazine a greater asset for the club.

RESPONSIBILITIES:

The Production Editor shall perform such tasks necessary to produce a quality publication in a timely manner. Those tasks include (although not necessarily been limited to):

1) Provision of content to include articles from regular Content Contributors, Officers and Board members, articles from the general membership, reprinted articles, event results, photos and statistics. An email request establishing a deadline should be sent in advance of each issue. Follow up where necessary to ensure all required content is received in a timely fashion.
2) Ensure that all content provided has appropriate permissions and credits.
3) Produce content outlines/cheat sheets in advance of each issue and review with Magazine Chair.
4) Design of layout for all content, including articles, advertising, event results and statistics. Provide assistance for club's social media management & marketing.

5) Solicitation of advertising and provision of assistance to advertisers (layout, typesetting, scanning, etc.) as necessary.

6) In conjunction with the Magazine Chair ensure consistency of advertising rate information and costs across the Journal and website. Although the Magazine Chair sets the advertising rates with board approval, the Production Editor should give input on regular and special advertising rates.

7) Increase SJ revenue derived from marketing, advertising and/or other approved sources.

8) Track all Advertising for each issue and provide reports on revenue on a regular basis to the Magazine Chair and the Board.

9) Create final layout and submit for printing in sufficient time to ensure that publication will be ready for distribution prior to or on agreed upon deadline

10) Proofing of all copy in conjunction with the Magazine Chair, ensuring the issue conforms to GSPCA guidance.

11) Timely (within 24 hours) response to member and BOD inquiries, whether by phone or email.

12) Invoicing of advertisers, as necessary (in coordination with Magazine Chair). Although most advertising is a website function, manual invoicing is occasionally needed.

13) Provision of semi-annual reports to the Board of Directors to coincide with the meetings of the board

14) Communication with the Magazine Chair, Board Liaison, officers/directors of the GSPCA and any other person(s) designated by the Board to have responsibility for the Journal

15) Provision for the printing and mailing of each issue. (It is understood that the printing task will be sub-contracted to a quality printing house). Give input to the Magazine Chair on the performance of the printing house.

16) Ensure that the printer receives the list of advertisers and their mailing address in sufficient time so that their complimentary copy can be mailed at the time the issue is mailed.

17) Ensure each issue's advertising is emailed, in separate files to the person responsible for the GSPCA's social media and Facebook page. This is a value ad to our advertisers and needs to be completed in a timely manner to maximize the value.

18) Work with the Membership Chair to ensure all mailing lists are provided on schedule. (Membership, GSP Judges, Fulfillment Coordinator, etc.)

19) Provide a finalized PDF copy to the Board of Directors and the Webmaster as each issue is being printed and mailed.