

Hey there!

A Magazine debuted in 2012 and has since developed into Kent’s largest platform for all things fashion, beauty, music and culture. Ultimately, we get really excited about young minds challenging norms and working to advance in something they love.

A is currently looking to add to our staff for the spring semester of 2021. We hope to seek out all of those who value fashion, beauty and culture as forms of self-expression, as avenues of discussion within social movements and playful elements of art within our world. If you think you fit with A’s mission and you feel driven by creative collaboration, innovative design details, precise photography or sharing your thoughts through writing, then we would love to have you!

It is our hope to hire only the best members of our community here at Kent, and also to ensure that those individuals are detail-oriented, passionate and aim to follow deadlines.

Our key focus for spring will be increasing both our campus and digital presence as well as strengthening the A Mag community. We want to continue on with the theme of this past fall semester’s print issue of “putting your phone down.” In other words, our mission is to encourage our readers to be present, mindful and to fully embrace every moment as it comes.

So, let’s talk!

Please share with me the information I have outlined below, and forward your completed applications to **Maria McGinnis (theamagksu@gmail.com) by Monday, Dec. 14 at 11:59 p.m.**

|  |  |
| --- | --- |
| **NAME:** | **EMAIL:**  |
| **PHONE:**  | **GRADUATION DATE:**  |
| **MAJOR:**  | **MINOR(S):** |
| **Spring 2021 CREDIT HOURS:**  | **GPA:**  |

**What are you applying for?** (Job descriptions and requirements are listed below.)

\*Note: Please read the descriptions carefully and include the required work samples necessary for each of your top four choices.

1.

2.

3.

4.

**Would you be interested in a different position if we cannot guarantee your top choice(s)? If so, specify what you’re interested in.**

**Please list any relevant experience (school, professional or other) below. \*You may attach a resume if you prefer.**

**What other commitments will you have for the spring 2021 semester? Please mention any student media/student organization positions or other jobs you will hold. How will you balance your time?**

**What are you most passionate about? How can you translate that passion into working with A Magazine?**

**What do you hope to gain from working with A Magazine and why are you interested in A?**

**Why are you the best person for your top position(s)? What can you bring to A?**

**What do you see as the goal of this magazine? How are you going to help execute it?**

**What ideas do you have to further the “digital first” mindset of A Magazine? What ideas do you have for online content or social media content that will be unique and engage our audience?**

**Fundraising is crucial in order to print future issues. List and briefly explain three options for fundraisers or other profitable marketing initiatives. Please note: We cannot accept money from bake sales and alcohol-related purchases.**

**Are you studying abroad during the spring semester?**

**What’s your favorite piece of clothing in your closet? Why?**

**What are two products in your everyday bag you couldn’t live without? Why?**

**List some of your favorite icons in the realms of fashion, beauty and culture.**

**WRITING:** It’s important to find fashion, beauty and culture related stories to include on our site and to also ensure they have some tie to the area and our demographic. Please list and briefly explain three ideas that could serve as feature stories for our website or print issue.

**FASHION/STYLING:** It will be important to not only look at what the fashion climate looks like during the semester, but also what the future may look like as well. How will you ensure accurate forecasting? What bloggers do you follow? Who are your fashion inspirations? Please list and briefly explain three ideas that could serve as a photo story for fashion, beauty and/or culture.

**WEB/MULTIMEDIA:** We are continuing to build up our updated website, theamag.com. What are three ways we can expand our content and reach more readers on the web? Please list two ideas for multimedia content as we hope to produce several multimedia projects for the upcoming semester.

**DESIGNING/GRAPHICS**: \*Only design related applicants must respond to this question.\* Not only does A Magazine print in the fall, but at the same time we’re always looking for illustrations/graphics for our website too. What could you bring to the website to assist in making graphics? What could you bring to the print issue to assist in making graphics? Please list 1 idea for graphic-heavy stories we could promote on our social media/website, and 1 idea for a graphic-heavy story we could include in our print issue.

**What else should we know about you when considering our staff selections?**

\*Please see job descriptions below.\*

**AVAILABLE POSITIONS:**

**Managing Editor:** The managing editor will work closely with the editor-in-chief and will help create content and ideas for the web. You will coach writers, manage production schedules and assist the editor where and when needed. Your organizational skills and communication are integral to being a managing editor. This position is half manager, half editor. The managing editor must be able to attend weekly staff meetings. Please fill out the copy test at the end of this application and attach three writing samples.

**Web Editor:** Directs all content assignment and production for theamag.com. This person is responsible for posting ALL content to our site, including stories, videos, blogs and photos, this means that you’re the last set of eyes before the online work is published. You will communicate closely with the promotions director and editor-in-chief. This person also is responsible for coordinating a wave of web-exclusive content throughout the semester. The site should be updated daily. Understanding of basic HTML and WordPress functions is a must. Some knowledge of video is also preferred, as well as a basic understanding of AP style and copy editing. Web editor must be able to attend weekly staff meetings.

**Style Director:** This person manages the team of stylists. The style director is responsible for coordinating with stylists for photo shoots, TikToks and other projects that require styling. The style director should have an understanding and interest in fashion and how to work with models and photographers. The style director should hold weekly meetings with the stylists and is also responsible for attending weekly staff meetings with the editorial board.

**Assistant Editors (2):** These individuals will play an integral role in helping the editorial staff plan content. They will also manage a group of web writers throughout the semester to help plan content and will meet with their writers WEEKLY. They will assist in the larger photo shoots and help develop concepts for web content. Assistant editors may also be asked to work on larger projects for the web and fall issue. Please submit at least three writing samples and the copy test at the end of this application. These people must be able to attend weekly staff meetings.

**Promotions Director:** This position is crucial to A Magazine on campus and online. You will be responsible for our social media accounts as well as coming up with marketing/fundraising strategies. By the end of the semester, you will need to complete **at least** two fundraising campaigns. Marketing and/or PR experience is preferred. This person must be able to attend weekly staff meetings and will work with our two promotions assistants.

**Promotions Assistants (1 Business Focus, 1 Creative/Social Media Focus):** We are looking for two promotions assistants. One will be involved in helping with our social media accounts, and one will help with advertising and fundraising initiatives. **Marketing and/or PR experience is a plus for both positions.** Please indicate which assistant position (creative/business) you are applying for.

**Web Writers:** These staff members report to the editor-in-chief, managing editor, web editor and assistant editors. You will create content that fits in each of the established sections and think dynamically for visuals. You will be expected to meet with your editor weekly to go over upcoming content. Web writers will consistently create original content to ensure an up-to-date website. Knowledge of AP style is preferred. Please submit at least three writing samples and the copy test at the end of this application.

**Stylists:** These people will help style larger fashion shoots for the fall issue and web projects for the website. This responsibility also includes suggesting photo story ideas to editors, requesting and pulling items needed for those pages, styling the shoot and returning all borrowed merchandise safely. These individuals will also write brief copy for the pages they style. If you have styled any looks, shoots or venues, please include images from those.

**Photographers:** Produces photographs for the web and print issue. Understanding of light, composition and other photo essentials is a must. These people have a keen eye for innovative and progressive solutions to content and will work with the photo editor, art director and writer to prepare visuals that enhance the story being told. Works well with deadlines and must be available for coaching. Please submit at least five photography samples in .jpg format.

**Designers/Illustrators:** Works with the art director and photo editor/photographers to prepare visuals for the print issue and website. Must have a creative eye and be fearless in pushing the limits of contemporary design. Understanding of Photoshop, Illustrator and InDesign are a must. Please submit at least three full page design samples or artwork.

**Videographers:** Produce behind-the-scenes videos and plan new ideas to enhance our video presence on the website — interviews and short films, perhaps? A basic understanding of videography and editing is crucial. Please submit at least two video samples.

**ABROAD STAFF:** Whether you are hoping to write, photograph or design for A Magazine, please indicate if you will be studying away on your application, for we will have a specified staff for abroad locations.

**REGIONAL STAFF:** Whether you are hoping to write, photograph or design for A Magazine, please indicate which regional campus you are on, for we will have a specified staff for regional locations.

**DISCLAIMER:** Although you’re applying to work for A Magazine, your work may be featured in other student media outlets (i.e. The Kent Stater) in collaboration efforts.

**A MAGAZINE COPY TEST**

Edit the following 10 sentences for spelling, grammar, punctuation, AP style, accuracy and *factual* errors. Please write the new sentence below the original. Attach with your application and send to Maria McGinnis no later than **Monday, Dec. 14 at 11:59 p.m.**

1. The magazine needs to fix it’s pages before they go to print.
2. There are 3 models that are attending the show on December, 12.
3. Send the note to who it may concern.
4. The designer used white instead of black how can he be allowed to do that
5. Tommy Hilfiger is such an amazing designer, and should make more clothes.
6. You must attend the meeting at 9 pm.
7. Hair and makeup will take place in the building on midway drive.
8. The Fashion Schools Annual Fashion Show will take place on May 2nd-5th in rockwell hall.
9. Please tell the photographer to cancel his plans for Tues at 12 p.m.
10. Where can pres Beverly Warren sit during the showcase tomorrow?