

## THE LINK PUBLICATION SOCIETY INC.

### THE CREATIVE DIRECTOR SHALL:

1. Direct the visual character and continuity of branding of *The Link*.
2. Lay out as many pages as possible and help enforce the print production schedule to ensure pages move through the editing process.
3. Communicate with the section editors to plan each layout.
4. Maintain and develop *The Link*'s production bible with the input of the Photo, Graphics and Video Editors.
5. Ensure the duties of any creative positions are fulfilled if positions are vacant until a qualified replacement can be found.
6. Recruit and train contributors interested in layout.
7. Assist with the layout of online content.
8. Assist and train section editors in layout. Ensure that section editors provide a V1 layout.
9. Responsible for coordinating the graphic element of *The Link*'s online output.
10. For each print issue, responsible to archive all editing and production folders of the magazine after publication.
11. Attend all Masthead, staff and special issue meetings.
12. Update the Creative Director's handbook as needed. The handbook must be updated by the end of the editor's mandate.
13. Once the successor is elected, ensure their training within twenty-one (21) calendar days after the Masthead elections.
14. Editor must attend the mandatory consent training in the first four (4) weeks of the academic year.

*The Link*'s Creative Director is responsible for directing the production and visual character of the print edition through the managing of the Graphics and Photo Editors and their respective staff. With the Managing Editor and Editor-in-Chief, they are mandated to determine the vision for print content and finalize the layout for each issue. With the Coordinating Editor and the Editor-in-Chief, they will be responsible for finding ways to translate the newspaper content onto *The Link*'s digital platforms.

The Creative Director shall dedicate 40 hours per 14-day publication cycle (+/- 20 hours per week as needed) to executing their required tasks highlighted in this description.

*Revised May 2024*

*I have read and understand the editor duties and responsibilities and I have also read and understand all The Link's policies.*

Signature \_\_\_\_\_  
Name in print \_\_\_\_\_  
Date \_\_\_\_\_