THE LINK PUBLICATION SOCIETY INC.

THE EDITOR-IN-CHIEF SHALL:

The Link's Editor-in-Chief (EiC) is responsible for the smooth operations, timely delivery and content of the publication's print and online editions. The EiC works with the Managing Editor, Coordinating Editor, Creative Director and Operations Manager, to maintain the publication's administrative capacities, and works with all of *The Link*'s editors to maintain a consistent editorial direction. The EiC is also a liaison between *The Link*'s Masthead and the Board of Directors.

The EiC is ultimately responsible for all of *The Link*'s platforms and for updating and promoting all of the happenings of *The Link*. They must also ensure that an editorial is written and published each week.

The EiC also ensures, in collaboration with the Operations Manager, Managing Editor and Coordinating Editor, that publication requirements are followed: The Society shall publish at least twenty-five (25) online issues of *The Link* during each publishing year starting June 1 and ending May 31. The current masthead can determine the number of print editions they wish to publish within their volume, to be decided at their volume's retreat. Two (2) online summer training issues shall be published: one will be completed by the beginning of June; a second shall be completed by the first week of August. An online issue is defined as seven (7) days of reporting and production with a minimum of six (6) articles per section (two (2) for the opinions section), or equivalent multimedia contributions at the discretion of the EiC.

THE EDITOR-IN-CHIEF SHALL:

1. Be responsible for overseeing the production of *The Link*'s print and online editions.

2. Edit as much copy as possible and act as a signoff for all of *The Link'*s multimedia content.

3. Meet with the Coordinating Editor, Managing Editor, Creative Director and Operations Manager regularly to keep up to date on tasks and issues.

4. Assist with social media strategy and management by responding to private messages, monitoring audience engagement, replying to comments, scheduling content when necessary, and overseeing live coverage of news events.

5. Work with the Creative Director to design pages for the print and online editions, as well as with social media and advertising.

6. Work with the Creative Director, Managing Editor and Coordinating Editor to establish and maintain a visual consistency across print, online and social media.
    a. Work with the Creative Director, Coordinating Editor and online staff to maintain the visual consistency of the online edition.

b. Work with the Creative Director, visual team and Coordinating Editor to adjust and change the designs of the print and online editions as needed.

7. In collaboration with the Operations Manager, Managing Editor and Coordinating Editor, design *The Link*'s outreach and recruitment strategies for the year and implement them accordingly. This includes, but is not limited to, social media campaigns, classroom visits, workshop and guest speaker schedules, special events, contributor targets for each section as well as working with section heads to meet them.

a. In collaboration with the Managing Editor and Coordinating Editor, execute a recruitment strategy to engage new contributors and future editors by creating opportunities for engagement, addressing relevant academic departments, and approaching local groups.
b. Organize swag in time for the fall semester with the Operations Manager and Creative Director.

8. Collaborate with Masthead to encourage the promotion of all Link events and happenings. Stay on top of office upkeep. Encourage Masthead to help spread the word and engage their networks about Link activities, content and happenings.

9. Serve as the coordinator of any special issue if another coordinator cannot be found.

10. Fulfil the duties of Coordinating Editor and any other print, creative or online positions if those positions are vacant, until a qualified replacement can be found. Alternatively, identify and assist another Masthead member to fill the vacant position until a replacement is found.

11. Be responsible for all residual editorial responsibilities.

12. Attend and serve as the Chair for Masthead, Staff, special issue and all other editorial meetings. Ensure minutes are taken at each meeting and are printed and archived in the Operations Manager's office.

13. Attend the retreat and all mandatory training sessions, including the yearly consent training.

14. Hold a minimum of two (2) sets of three (3) consecutive regular office hours each week, between 10 a.m. and 5 p.m. from Monday to Friday, outside of staff meetings and production days.

15. Ensure masthead evaluations are done by end of November and reviewed before the end of the first week of December.

16. Work with the Board of Directors to monitor funding and awards for *The Link*.

17. Supervise, with the help of the Operations Manager, any grant request made by a masthead member.

18. Act as the liaison between *The Link* and the printer. Send Purchase Order to the printer.

19. Act as a liaison between *The Link* and the university press community.

20. Update the EiC's handbook on a monthly basis. Honorariums will be held until this is completed.

21. Once the successor is elected, ensure their training within twenty-one (21) calendar days before the last edition of the volume.

22. Pick top stories of the volume for *The Link*'s History (in The Link Help Library).

23. Ensure that *The Link*'s Wikipedia page is updated.

Revised April 2022

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 _____