Major Roles in a Magazine

1. Editor-in-Chief

- Assume responsibility for everything the magazine prints - magazine's editorial, graphical content
- Decide on story ideas.
- Set, communicate, and carry out the magazine's goals – editorial, production, etc.
- Edit copy, edit cover stories, do layouts, write headlines, and do production work
- Make assignments and delegate jobs
- Set the magazine's production schedule and see that it is met
- Help train, support, and evaluate staff
- With the business manager, set business goals and communicate them to the entire staff

2. Associate Editor

- Work closely with editors-in-chief to set the magazine's production schedule
- Organize and update staff communications
- Keep in daily touch with fellow editors, the business manager, and the adviser
- Take responsibility for ordering supplies
- Monitor who shows up when they are supposed to and who does not
- Contribute ideas and assist editor-in-chief in all necessary areas

3. Advertising Manager

- Encourage and track staff ad sales
- Ensure the magazine will have enough money to pay its bills;
- Create eye-catching ads
- Keep track of sales deadlines and ad sizes, shapes, frequency

4. Business Manager

- Explain how the magazine stands financially
- Send invoices and keep records of payments received and payments due
- Keep track of cash
- Let editor-in-chief know the first sign of financial problems
- Help solve financial problems

5. Design Editor / Art Director

- Coordinate stories and artwork
- Think of graphic ideas and make suggestions
- Supervise and assist with page design
- Supervise design of the entire publication
- Sets colour scheme for the edition
- Plans cover with editor