



Staff Structure

Editor-in-Chief: Responsible for overseeing all aspects of the magazine. At the creative and business helm; ultimately responsible for all content as well as financial viability and success; brainstorms and approves all story ideas and editorials; directs photoshoots; makes all final edits to content and all final business decisions

Creative Director: Oversees all creative aspects of the magazine; works with EIC to get fresh talent and creativity through freelancers and contributors; oversees special features; in charge of creating editorials; responsible for running photoshoots (including booking rooms for model castings and locations for shoots)

Web Content

Webmaster: Creates and maintains website; uploads, manages, and edits all web content

Bloggers (2-3): Write and maintain blogs (for the website) on fashion, beauty, pop & campus culture

Style Phile: Maintains a Sartorialist-style blog documenting “street style” on the Princeton campus

Content Director: Oversees and makes additional edits on all content in sections (writing, photography, graphics) for style and substance, packages all sections before sending to EIC; brainstorms creative articles in areas not covered by section editors (such as occasional news and entertainment pieces)

Section Editors

Fashion Editor: Responsible for creating, editing and packaging Fashion section for presentation to Content Editor; brainstorms ideas for editorials, seeks out new styles, trends, artists and designers to present to EIC for coverage; oversees clothes styling at photoshoots

Fashion Assistants (2): Help brainstorm ideas for editorials; assist in styling and contacting stores to pull items from; pick up and return items; compile editorial credits; assist Fashion Editor, Creative Director, and EIC during photoshoots

Models (Freelance): Model clothing for photoshoots; take direction from Editors

Beauty Editor: Responsible for creating, editing and packaging Beauty section for presentation to Content Editor; finds creative and unique beauty ideas and trends; responsible for finding hair and makeup artists; oversees hair and makeup styling at photoshoots.

Beauty Assistant: Helps brainstorm ideas for beauty section; helps find hair and makeup artists and products for photoshoots

Makeup Artists (Freelance): Do makeup for photoshoots; stay on top of makeup trends to report to Beauty Editor

Hair Artists (Freelance): Style hair for photoshoots; stay on top of current hair trends to report to Beauty Editor

Features Editor: Responsible for creating, editing, and packaging Features section and all additional features pieces for presentation to Content Editor and EIC. Features topics include profiles (interviews with students, artists, designers, celebrities, etc) as well as other features-related articles

Features Assistant: Helps discover and access individuals/groups for profile articles; brainstorms ideas for other features stories

Content Editors

Copy Editor: Responsible for editing all copy (including stories, profiles, and “blurbs”) for grammar and syntax; corresponds with writers to help improve writing; works with section editors to make stories stronger

Copy Assistant: Helps Copy Editor grammatically check all articles; helps Staff Writers improve their stories

Staff Writers: Help brainstorm ideas for stories; write stories, profiles, and blurbs; work

with Copy Assistant, Copy Editor, and respective Section Editor

Contributors: Same duties as Staff Writers, but do not work on a regular basis; usually will have some direct connection to topic they are writing about

Design Editor: Responsible for editing all layout and graphic design; designs spreads and pages; brainstorms ideas for layouts; works with EIC to hone style guide and ensures design is coherent and consistent throughout issue and volume

Design Assistant: Helps Design Editor check spreads and pages for design errors; helps brainstorm ideas for layouts; designs spreads and pages and assists Staff Designers

Staff Designers: Help brainstorm ideas for layouts; design spreads and pages; work with Design Assistant, Design Editor, and respective Section Editor to improve pages

Photography Editor: Responsible for editing and improving all photography; thorough knowledge of Photoshop and photo-enhancing techniques; brainstorms ideas for photographs and photoshoots, works with EIC to choose cover photo and other featured photos; oversees photography at photoshoots; teaches Staff Photographers photography techniques and proper camera use; responsible for keeping staff cameras safe

Photography Assistants (2): Helps Photography Editor enhance photography using Photoshop; helps brainstorm ideas for photographs and photoshoots; assists Staff Photographers in learning new photography techniques and proper camera use

Staff Photographers (some FL): Along with Photography Editor and Photography Assistant, take pictures at photoshoots; responsible for running out and taking random photos of whatever we need (i.e. clothes, makeup, profiles, etc)

Business Director: Oversees the business side of the mag's operation; responsible for generating revenue through advertisements and marketing; works with EIC to draft and review business plan; researches ways to make mag more efficient and profitable (i.e. online advertising, reducing production costs, etc); keeps track of all financial transactions; works with appropriate University officials to secure funds, get contracts signed, and get approval for business transactions

Financial Managers

Budget Manager: The accountant for the mag; responsible for balancing budget and helping mag break even as soon as possible and turn a profit as soon as possible; responsible for ensuring that all revenue and expenditures are reported to him/her in timely fashion; submits budget reports to Business Director and EIC

Advertising Manager: Responsible for getting businesses to advertise in the magazine; contacts national brands (such as J. Crew, Ralph Lauren, Bluefly.com, Shopbop.com) to solicit advertisements

Advertising Assistants (5): Helps generate advertising revenue; goes with Advertising Manager to local businesses to solicit advertisements; helps create presentation to help businesses learn more about mag

Public Relations Managers

Marketing Manager: Responsible for getting mag greatest amount of exposure possible; works to increase distribution and readership; creates advertisements about the mag to promote its presence on campus; conducts market research and surveys to learn about reader desires and habits

Distribution Chief: In charge of distributing magazine to student body; creates distribution routes for staff; works with Advertising Assistant to send copies of mag to all businesses who advertised in magazine and some to potential advertisers; also distributes copies around town (Labyrinth, U-Store, Public Library, coffee shops, ice cream shops, etc)

Event Manager: Responsible for planning events such as launch party and end-of-issue parties; reaches out to fashion-related organizations (i.e. Service in Style) for tie-ins and collaboration on events (i.e. Fashion Speaks)

Fundraising Chief: Finds creative ways to raise funds for the mag and mag events; makes presentations to USG Projects Board for funding

The Editorial Board

Executive Board: Editor-in-Chief, Creative Director, Business Director, Content Director

Managerial Board: Section Editors, Content Editors, Financial Managers, PR Managers

Advisory Board: To be determined.

Please note that everyone is welcome to write articles for *Stripe*, even if you apply for a position other than Staff Writer. Additionally, those on the business team can still be very involved in the content aspect of the magazine, and vice versa.

General Staff Responsibilities:

1. Attend all staff meetings (barring any conflicts).
2. Participate in staff activities (brainstorming sessions, ad blitzes, poster sessions, launch parties).
3. Submit all work on time (meeting all deadlines is critical).
4. Treat all members of the staff with respect.
5. Respond to managers/directors/EIC in a timely fashion.

Failure to comply with any of these rules will result a warning; three warnings will result in dismissal from the staff.

Current Positions Available:

Webmaster
Bloggers
Style Phile
Beauty Editor
Staff Writers
Design Assistant
Staff Designers
Photography Assistant
Staff Photographers
Advertising Manager
Advertising Assistants
Distribution Chief
Fundraising Chief