

Who does what?

With job titles varying from magazine to magazine, you may find your exact position is not listed below. If so, simply choose the **one** job description that best describes what you do (then check the appropriate box on question 8).

GROUP PUBLISHER/SENIOR EXECUTIVE A group publisher or senior executive officer generally works at a larger publishing company. He or she is responsible for a number of magazines. An executive officer may be in charge of departments, such as production, circulation or finance. At privately owned companies, he or she may be the owner. Usually reports to the president or owner.

PUBLISHER The publisher has overall responsibility for the management of one magazine. Some publishers also handle sales accounts. Reports to a senior executive or the owner.

RESEARCH/MARKETING MANAGER The research or marketing manager compiles and analyzes statistics to help the advertising and circulation departments define their markets and devise strategies. He or she probably works with auditing and syndicated research organizations, as well as conducts in-house research. May report to the publisher, advertising director or circulation director, depending on the emphasis of the job.

PROMOTION MANAGER The promotion manager handles public relations duties, and may work closely with the advertising and circulation departments to help promote their activities. Working with the editorial department, he or she will help publicize the magazine. Usually reports to the publisher.

EDITORIAL DIRECTOR This is usually a position at a larger publishing house. An editorial director is responsible for overall editorial management at one or more magazines. May also be called editor-in-chief. The editorial director is responsible for setting editorial policy, drawing up budgets, hiring senior editorial staff, and working with the business side. Reports to the publisher.

EDITOR The editor is in charge of setting editorial policy and is responsible for the editorial content of a magazine. He or she runs editorial meetings, hires staff, may set budgets and acts as the public face of the magazine. Usually reports to the publisher or editorial director.

MANAGING EDITOR The managing editor is responsible for the magazine's day-to-day operations. He or she sets schedules and coordinates the editorial, art and production departments to make sure the magazine gets out on time. Also supervises the copy department. Reports to the editor.

SENIOR/EXECUTIVE EDITOR This is a senior editorial position, usually at consumer magazines. The senior or executive editor is responsible for assigning and editing stories and usually supervises associate editors. Reports to the editor.

FEATURES/ASSOCIATE/ASSISTANT ED An editor at this level may plan and assign stories for certain sections of the magazine or assist in general planning and assigning. He or she works with writers and perhaps the art department, and may also be responsible for covering events and writing regular features. At business/trade magazines, he or she is often a generalist: editor, writer and researcher. May report to the editor, managing editor, or senior/executive editor.

STAFF WRITER As the name implies, the staff writer is a salaried employee whose main responsibility is to generate copy. May also have minor editing duties.

COPY EDITOR/RESEARCHER A copy editor is responsible for grammatical accuracy and style; he or she also proofreads all copy. Researchers are responsible for fact-checking functions. Usually reports to the managing editor.

EDITORIAL ASSISTANT An editorial assistant is usually a junior staff member who helps other editors with administrative duties and proofreading. Considered an entry-level position.

ART DIRECTOR An art director is responsible for the visual appeal of a magazine. He or she commissions photography and illustrations and supervises layout. An art director sets the design and format of a magazine. Reports to the editor.

ASSOCIATE ART DIRECTOR/DESIGNER An associate art director or designer may be responsible for designing certain sections of a magazine, and is usually directly involved in the page assembly. Reports to the art director.

PRODUCTION MANAGER The production manager is responsible for contracting and working with printers, film houses and other suppliers. He or she coordinates the flow of material between the editorial and sales departments and suppliers, and works with other department heads in setting production schedules. Reports to the publisher.

PRODUCTION ASSISTANT A production assistant helps the production manager keep track of the many production details required in magazine publishing. He or she may work with other staff members and couriers to ensure that material gets delivered on time and in good condition. Reports to the production manager.

CIRCULATION DIRECTOR/MANAGER With the exception of circulation executives at the largest publishing companies (see senior executive), this is the senior circulation job. At larger magazines, a circulation director may be one rank

higher than a circulation manager, but both are generally responsible for directing the circulation department, including budgeting, planning, hiring, promotion and operations. Reports to the publisher or a senior circulation executive.

CIRCULATION PROMOTION MANAGER The circulation promotion manager is responsible for planning and carrying out circulation promotion efforts, usually for subscription or newsstand sales. Reports to the circulation manager.

FULFILLMENT MANAGER A fulfillment manager or supervisor is responsible for ensuring the smooth operation of the fulfillment process, for either a paid or controlled magazine. On small magazines, he or she may work directly on the computer or with the fulfillment agency. On larger magazines, the fulfillment manager may direct his or her own staff. Reports to the circulation manager or, on smaller magazines, to the publisher.

CIRCULATION ASSISTANT A circulation assistant enters subscription data into the computer and/or carries out general administrative duties for the circulation department. Reports to the fulfillment manager or circulation director.

ADVERTISING DIRECTOR/MANAGER The advertising director is responsible for hiring and training the sales staff, setting budgets and, with the publisher, setting sales targets and strategies. Depending on the size of the magazine, he or she may also handle accounts. Reports to the publisher.

SALES REPRESENTATIVE A sales representative works in the field handling accounts and making presentations. He or she may have a sales territory or specific responsibility, such as retail or national. An inside sales representative works on telephone sales. Reports to the advertising director.

SALES ASSISTANT A sales assistant performs general administrative duties in the sales department. This may include working with the production department to control traffic flow and scheduling. Reports to the advertising director.

DIRECTOR OF NEW MEDIA The new media director is responsible for overseeing the magazine's forays into the World Wide Web, e-mail newsletters and so on.

ONLINE EDITOR The online editor acts much like the editor of a print magazine, coordinating the requisite content (editorial, graphics, etc.) for the magazine's Web site.

WEB DESIGNER More and more publishing houses are enlisting staff Web designers to create and maintain a presence on the Internet. Typically, the Web designer is responsible for designing and modifying Web pages and sites on an ongoing basis.