Chow Life – Job Description

The editor/designer is responsible for overseeing the entire content and quality of Chow Life **magazine** quarterly publications and for ensuring that features are topical, interesting and informative. They plan the features section of the **magazine**, supervise all recurring articles and maintain deadlines. The ability to effectively communicate with the advertisers, subscribers, Board and vendors is required.

Editor Responsibilities

• Communicate by email and telephone to advertisers, vendors, and the Board regarding advertising questions
• Promote the magazine and solicit advertisements using FaceBook and email blast
• Communicate with various Board members and club members regarding articles/features that are printed in each issue (i.e. Health Certifications, Chow Stats, New Titles, Regional and World News Updates)
• Locate articles relating to health, grooming, training and other Chow related topics for publication in the magazine
• Maintain the subscription list for the magazine. Update the list with subscribers and judges throughout the year. Sort and send the mailing labels to the printer.
• Manage all the financials for the magazine through Quickbooks. Send quarterly reports to the Board and annual financials to the CPA.
• Ensuring that production schedule is followed and deadlines kept
• Review the page proofs for the magazine prior to printing

Designer Responsibilities

• Create all pages for the magazine including all advertisements, articles, and recurring features
• Upload the magazine to the printer and assign the page order through the printers website
• Ensure overall quality with each page design and strive to reduce cost by effectively spacing features and articles.

Necessary Abilities and Preferred Software Knowledge
- Adobe Photoshop and InDesign (or other software programs capable of photo editing and magazine layout)
- Intuit Quickbooks
- Microsoft Word and Excel
- Email program (i.e. Gmail, Outlook, etc).
- FaceBook and other social media
- Ability to learn FlipBuilder (used for on-line magazine)