

# Trend Magazine Spring 2020 Executive Team Application

Trend Magazine is a student-run publication at Iowa State University. We focus on fashion, beauty, body and lifestyle for both women and men. On staff, there are several committees including: editorial, fashion, advertising, public relations, social media, photography, online, design, event management, finance and fundraising. Two editions are published annually, one in the fall semester and one in the spring.

For Fall 2019, Trend Magazine is excited to further its readership base and to continue to develop a cohesive brand on Iowa State University's campus. The executive team is a group of creative, motivated and hard-working men and women who will publish a professional magazine that reaches all of Iowa State University and the surrounding areas.

**Executive team applications are due on Monday, December 9th, @ 7:00 p.m. CST. Interviews will be held Tuesday, December 10th - Friday, December 13th.**

**You will receive the date and time of your interview on Monday, December 9th. Each interview will last approximately 15 minutes. Please dress accordingly and bring any material you may see fit for the positions for which you are applying.**

**Please send applications in PDF form to [trendmag.eic@gmail.com](mailto:trendmag.eic@gmail.com) and Include a resume, any applicable work and a headshot in the application/email.**

## DESCRIPTIONS OF POSITIONS

### Online Staff

**Monthly Issue Director (Graphic Design):** Manages and oversees all aspects of the online monthly issue. Leads the online committee and works with the editorial committee to determine stories and a timeline for each issue. This position requires the director to create a cohesive magazine layout for the content and engage their committee in the production of each issue. Preference will be given to those with previous experience with Adobe InDesign and other Adobe software.

**Monthly Issue Director (Women's and Men's Styling):** Manages and oversees all aspects of the online monthly issue. Leads the online committee and works with the editorial committee to determine stories and a timeline for each issue. This position requires the director to schedule and plan shoots. They will be in charge of the apparel and props used in every online photoshoot for each month.

**Monthly Issue Director (Photography):** Manages and oversees all aspects of the online monthly issue. This position requires attendance at all online photoshoots and the ability to shoot, edit and submit photographs in a timely manner.

**Monthly Issue Director (Copy Editor):** Acts as the direct liaison between the online issue and editorial. Will be active and present as a member of both the online team and editorial team. Responsible for ensuring the editing process is complete for each monthly issue, assisting the print copy editor with the editing stages. Ensures photoshoot concepts are matching the description of articles as the timeline of each month moves along.

## **Editorial Staff**

**Fashion Editor:** Manages a staff of writers that creates fashionable content including everything from must-have trends to fashionable careers to dressing on a budget. This position requires the editor to edit all content for his or her section, write one story for the print edition of Trend Magazine and write at least one story for the online edition of Trend. Must have experience working with AP Style.

**Beauty Editor:** Oversees a staff of writers whose main focus is to develop stories about beauty trends, products and all other beauty-related things. This position requires the editor to edit all content for his or her section, write one story for the print edition of Trend Magazine and write at least one story for the online edition of Trend. Must have experience working with AP Style.

**Lifestyle Editor:** Conceptualizes all relationship, decor, food and fitness content with a staff of writers. This position requires the editor to edit all content for his or her section, write one story for the print edition of Trend Magazine and write at least one story for the online edition of Trend. Must have experience working with AP Style.

**Trend for Men Editor:** Supervises a staff of writers that creates content appealing to trendy men on campus. This includes stories about fashion, grooming and lifestyle for our male readers. This position requires the editor to edit all content for his or her section, write one story for the print edition of Trend Magazine and write at least one story for the online edition of Trend. Must have experience working with AP Style.

**Copy Editor:** Edits all content for Trend Magazine for grammar, spelling and style mistakes according to AP Style after the story is written and edited for content and clarity. This position requires the editor to write one story for the print edition of Trend Magazine and write at least one story for the online edition of Trend. Must be highly proficient in AP Style.

## **Fashion Staff**

**Ready-to-Wear Director(s):** Develops concept for fashion photo shoot focusing on contemporary and ready-to-wear clothing, denim, swimwear and clothing with an “approachable” aesthetic. Chooses models, develops hair and makeup concept, styles looks and oversees committee.

**Runway Director(s):** Develops concept for fashion photo shoot focusing on haute couture designers and incorporating art into fashion. This director works closely with apparel design students at Iowa State University to potentially incorporate student designs into the photo shoot. Chooses models, develops hair and makeup concept, styles looks and oversees committee.

**Fashion Forecasting Director(s):** Develops concept for fashion photo shoot focusing on upcoming trends in fashion. Focuses on how to make trends wearable for readers. Chooses models, develops hair and makeup concept, styles looks and oversees committee.

**Accessories Director(s):** Develops concept for accessories photo shoot focusing on trends in accessories. Focuses on how to make accessory styling attainable for readers. Chooses models, develops hair and makeup concept, styles looks and oversees committee.

**Story Styling Director(s):** Works directly with editorial staff to style photo shoots based off of articles. Creates visual component to be paired with all stories in the magazine. Focuses on making the article topic visible through styling models and still-life images. Chooses models, develops hair and makeup concept, styles looks and oversees committee.

**Trend for Men Runway Director(s):** Develops concept for trend for men runway photo shoots focusing on men's fashion Trends seen on the runways. Focuses on how to make these styles attainable for readers. Chooses models, styles looks and oversees committee.

**Trend for Men Ready-to-Wear Director(s):** Develops concept for trend for men RTW photo shoots focusing on men's fashion Trends seen in current styles. Chooses models, styles looks and oversees committee.

**Trend for Men Accessories Director(s):** Develops concepts for the trend for men accessories photoshoot emphasizing men's fashion accessories. Focuses on how readers can work trending accessories into their wardrobe and complement the outfit that they're wearing. Full outfits can be displayed in this section, however the accessories have to be the focal point of the shoot. Chooses models, styles looks and oversees committee.

**Beauty Director(s):** Develops makeup concepts and trends related to the magazine's theme. This person has an understanding of current makeup trends and how to apply them creatively

through photo shoots. Chooses models, develops hair and makeup concepts, styles looks and oversees committee.

## **Makeup Staff**

**Makeup Director(s):** Works with fashion teams to create artistic and stylistic makeup looks for each committee's photo shoot. Meets with committees prior to their photo shoots to discuss the selected makeup looks for the individual models. Provides their own makeup palettes and products, but will be provided with mascara wands, lip brushes and makeup brush cleaner.

## **Design Staff**

**Creative Director / Design Director(s):** Leads in the ideation and creation of the style guide for Trend and any art direction. Oversees the design staff in creating the entire publication, assigns designs, leads critiques and ensures deadlines are met. The creative director sets up all files for the magazine, edits and proofs designs, places advertisements and photos and is in direct contact with the printer to set up and turn in files for print. The creative director also works in direct contact with the photographers, assists and attends photoshoots and makes photography selects from those shoots. The creative director works directly with the editors-in-chief to create the page ladder and assists with any editing sessions. Must be highly proficient in Adobe InDesign, Photoshop and Illustrator.

**Assistant Design Director(s):** Works directly underneath the supervision of the creative director and assists in creating a style guide, editing and proofing designs. The assistant also attends photoshoots and works with the social media and events directors to create publicity material for events and social media campaigns. Must be proficient in Adobe InDesign, Photoshop and Illustrator.

## **Photography Staff**

**Photography Director(s):** Works with fashion and editorial teams to generate initial concepts for photo shoots. Meets with fashion teams to discuss lighting/equipment logistical needs prior to photo shoot. Conducts photo shoots and aids in all-staff participation of photo shoots. After photo shoots, he or she works on editing and post-production and works directly with the creative director and design team to ensure editing and post-production work is cohesive throughout the magazine. Conducts a variety of workshops with the photography team on pertinent topics within the photography industry.

## **Marketing Staff**

### **Public Relations Director(s) and Public Relations Assistant Director(s)/Fundraising:**

Oversees all brand relationships associated with Trend Magazine and works to develop new relationships with brands, boutiques and companies. Responsible for maintaining brand image and industry relationships. Assists in overseeing cohesiveness of fashion photo shoots. Physical visits to stores are required at the beginning of each semester to build better relations with retailers. Schedules and plans all fundraisers with local restaurants and businesses. Maintains positive relationships with hair and makeup salons used for photoshoots.

**Events Director(s):** Spearheads all promotional events and the release party for Trend Magazine. Responsible for planning, organizing and implementing all events while maintaining a budget and consistent brand image of Trend Magazine. Oversees a committee and plans weekly tasks for committee.

**Assistant Events Director(s):** Assists director in planning all promotional events and

the release party for Trend Magazine. Responsible for assisting the director in planning, organizing and implementing all events while maintaining a budget and consistent brand image of Trend Magazine. Tracks attendance and participation of committee members.

**Finance Director and Human Resources:** Oversees all expenses and monetary involvements Associated with Trend Magazine. Responsible for holding P-card and coordinating purchases with staff. Creates semester budget and coordinates budget updates with executive team. Tracks attendance of all Trend staff. Communicates with team members about absences for meetings, excuses for absences and issues directly related to Trend Magazine. Attends College of Human Sciences meetings on behalf of Trend Magazine. Coordinates recruitment events with Colleges of Human Sciences.

**Content Creation Director(s) and Assistant Director(s):** This role will also entail managing Trend's Instagram page and other platforms- posting/creating original content using Adobe software, taking behind the scenes photos at shoots and promoting the magazine. Will work collaboratively with a committee to use Instagram tools and grow the Trend Magazine following using Media Company style techniques.

## **Advertising Staff**

**Advertising Director:** Oversees all advertising partnerships and outreaches to new brands, businesses and boutiques for advertising opportunities. Finds advertising placements for print and digital platforms. Meets advertising goals for semester. Oversees committee and assigns weekly tasks.

**Assistant Advertising Director(s):** Assists advertising director in coordinating advertising partnerships and outreach to new brands, businesses and boutiques for advertising opportunities. Finds advertising placements for print and digital platforms. Meets advertising goals for semester. Tracks attendance and participation of committee members.

## **APPLICANT INFORMATION**

Name:

Major(s):

Minor(s):

Classification in School: Phone Number:

Email Address:

Social Media Handles (Facebook, Instagram, Twitter):

### **APPLICANT QUESTIONS**

1. Please rank the top three positions for which you are applying.
2. Why do you feel you are a strong applicant for the position(s) you are applying for with Trend Magazine?
3. Please describe your previous involvement with Trend Magazine and other relevant involvements. Give one example of “going above and beyond” your requirements for one of these positions.
4. What improvements do you want to implement if selected for the Trend Executive Team?
5. Please attach a resume and applicable work samples with your application.