

THE LINK PUBLICATION SOCIETY INC.
OPERATIONS MANAGER
Revised April 2022

The Operations manager will liaise with *The Link's* editorial staff, volunteers, Alumni and Board of Directors in order to support the achievement of its mandate both on and off the page.

The Operations manager provides continuity and support to all Society initiatives.

The Operations manager is responsible for overseeing outreach, event planning, promotional material and daily clerical tasks of *The Link*.

The Operations manager's mission is to maintain a constant PR and recruitment campaign for *The Link*. They will coordinate with the Editor-in-Chief, Managing Editor and Coordinating Editor in developing readership campaigns, outreach and marketing initiatives, and public events to enhance *The Link's* brand and presence on and off-campus.

They lead the development and implementation of new and ongoing initiatives such as staff and volunteer development, volunteer recruitment and appreciation, and outreach to the Society's alumni.

Duties

1. Meet with the Editor-in-Chief, Managing Editor and Coordinating Editor regularly and keep up to date on tasks and issues.
2. Design, with the Editor-In-Chief, Managing Editor and Coordinating Editor, *The Link* outreach and recruitment strategies for the year and implement them accordingly.
3. Oversee the recruitment of new contributors by addressing relevant academic departments and local groups; by creating house ads, etc.
4. Coordinate with the Editor-in-Chief, Managing Editor and Coordinating Editor to develop readership campaigns, outreach and marketing initiatives, and public events to enhance *The Link's* brand and presence on and off-campus.
5. With the Editor-in-Chief and Coordinating Editor, create, implement and enforce the production schedule.
6. Help organize swag in time for fall semester with the Editor-in-Chief and Creative Director.
7. Help the Editor-in-Chief, with masthead collaboration, in coordinating *The Link's* workshops, speaker series and guest editor events.
8. Write copy for ads for *The Link's* workshops, speaker series and guest editor events, as well as the copy for Facebook events.
9. Ensure that staff meetings, Workshops and Speaker series events are well advertised in advance.
10. Liaise with Concordia and Montreal-based groups to co-organize media-related events.
11. Ensure section editors add new contributors to the listserv regularly.
12. Help the Coordinating Editor manage social media platforms for outreach purposes.
13. Ensure that the Coordinating Editor or Creative Director uploads the PDF of each print issue to the website.

14. Ensure that the Creative Director creates an archive of the print issue's content. Follow up with Managing Editor to ensure all editors archive their working documents and files to Google Drive and the file server.
15. Make sure that copy of the original letters to the editor are printed and archived in the administration office.
16. The Operations manager also has the responsibility of reinforcing *The Link's* production team when positions become vacant.

The Operations manager also ensures that:

- a. The Editor-in-Chief make sure that the Masthead understand and perform their duties and responsibilities.
- b. A disclaimer is posted on Masthead Twitter accounts.
- c. All editors fill the office hours sheet and office hours are done. That sheet must be posted in the office.
- d. A previously prepared sign-in sheet with all staff names and ID numbers is signed by those in attendance at meetings and kept in the Administration office.
- e. Minutes are taken at each meeting, printed and archived in the Business office.
- f. Editors and staff answer the phone, take voice mail messages and erase them.
- g. Contributors' Concordia ID numbers are provided so that access to *The Link* office can be granted when the university is closed.
- h. The Masthead Election process is properly executed with advertising, etc.
- i. A list of all masthead members with Concordia ID number, personal email and phone numbers is recorded and provided to the Administration Office.
- j. That the election for Board Staff member representatives happens in accordance with *The Link's* by-laws.
- k. That each editor trains their successor within twenty-one (21) calendar days before the last print edition of the volume.
- l. Masthead Handbooks are updated at the end of each semester. Inform Masthead that honorariums will be held until this is completed.
- m. The AGM is advertise and all docs are prepared adequately.
- n. The signed affidavit by new Editor-in-Chief is sent to lawyer.
- o. The annual retreat happens with new and previous Masthead members and Board of Directors.
- n. All documentation is ready for review during the retreat (Job descriptions, policies, history and day to day operation - Link's Help Library) and update Job descriptions, policies and docs after the retreat.
- p. Page Count, including the ads, is sent to printer.
- q. The Doug Leslie bursary is advertised and DLB committee is formed.
- r. Masthead evaluation is done by the end of November and reviewed before the last issue of fall semester.

- s. Nash CUP delegates election is advertised and properly done.
 - t. Nash delegates deposit is submitted.
 - u. Nash CUP reports are received.
 - v. Any grant request made by a masthead member is supervised.
 - w. They are up to date on all dealings with legal counsel.
 - x. Current year top stories are picked by Editor-in-Chief for Link History (Link Help Library).
 - y. *The Link's* Wikipedia page is updated.
 - z. Past emails in masthead@thelink.concordia.ca are erased (see IT).
 - aa. Day to day office operation (office repairs requests, specific requests from staff, key card request, etc.).
 - bb. Phone passwords are updated.
 - cc. The rules for Cameras, Microphones and Press Passes are followed.
 - dd. Computers & IT book is updated.
 - ee. Mail is picked up in the mailroom.
 - ff. The Operations manager's handbook is updated on a monthly basis.
 - gg. The alumni list is updated (excel spreadsheet).
 - hh. Binding copies are prepared and sent to Reliures Caron.
 - ii. Registration Group at Dean of Students office is filled. (Copy of insurances, budget for the coming year, new by-laws (if any changes), new signing authorities).
 - jj. New Key List to Security.
 - kk. That the OPT OUT is advertised:
 - 1) Operations manager to request a designed ad from the creative director or graphic designer who will load it on the website after talking with the sales representative.
 - 2) Operations manager to prepare and load the Opt-out info sheet on the About us section of the website.
- ll. With the Editor-in-Chief, Managing Editor and Coordinating Editor, publication requirements are followed:
The Society shall publish at least twenty-five (25) online issues of The Link during each publishing year starting June 1 and ending May 31. The current masthead can determine the number of print editions they wish to publish within their volume, to be decided at their volume's retreat. Two (2) additional online issues shall be published: one will be completed by the beginning of June; a second shall be completed by the first week of August. An online issue is defined as seven (7) days of reporting and production with a minimum of six (6) articles per section, or equivalent multimedia contributions at the discretion of the E-i-C.
- mm. 2 copies of the paper are sent to DÉPÔT LÉGAL after every publication.

The Operations manager also:

- Sits as ex officio, non-voting member, on *The Link's* Board of Directors.
- Submits a monthly report to the Board of Directors. It should mention what was done during the month, their plans for coming months, taking into account the events/activities already scheduled (contacts, locations, sent invitations, documentation to be handed out, etc.).
- Reports to the Board on all issues that may be of interest to the Board. Advise the board on human resources matters. Provide input on feasibility and fit of new initiatives and programs.
- Works with the Board of Directors to monitor funding and awards for *The Link*.
- Maintains the records and minutes of all Board of Directors And general Society meetings.