



## The Sputnik Position Descriptions 2026-2027

### **Position:** Creative Director

**General Function:** The Creative Director will contribute to the overall design and the brand of the Sputnik. They will do this by working and planning with members of the team. This position requires creativity and innovation, leadership, and the ability to work with a team. They are the primary contact and manager of the Visual Editor and the visuals team and social media team. They should be aware of and respectful of deadlines. Candidates for this position must:

#### **Responsibilities**

- Demonstrates a strong understanding of The Sputnik and proficiency in Adobe InDesign, including templates, library items and paragraph design.
- Oversee visual and social media content, ensuring high quality and alignment with publication schedules.
- Collaborate closely with the EIC on refining layouts, final design approval, cover design and monthly themes.
- Work with section editors to refine layouts during editing rounds and ensure all pages maintain visual consistency and avoid redundancy.
- Ensure all photos and graphics are properly composed, edited and optimized for both print and website publication, with special attention to visually intensive sections like the Infinitum
- Work with the EIC to plan hiring booths, distribution events and on-campus engagement
- Attend all meetings to make themselves available for any assistance and contribute ideas;
- Contribute content when needed to sections that are sparse for the month and social media, and the podcast the Orbit
- Maintain open communication and be accessible to all staff.
- Assist in planning and administering training for The Sputnik staff and/or volunteers, such as monthly workshops hosted by editors, one per month, per section for the year;
- Assist the Editor-in-Chief with planning and hosting staff socials;
- It is encouraged that the Creative Director communicate when they will be in and out of the office for assistance with the staff.

- When using social media on behalf of or referring to The Sputnik or WLUSP, the Creative Director is expected to conduct themselves respectfully and professionally.

**Position:** Section Editor (News, Sports, Arts and Culture, Opinion, The Infinitum)

**General Function:** Editors are expected to have thorough knowledge of their field and present strong organizational, time management and collaborative skills. Editors must be comfortable working in fast-paced environments and conducting interviews when applicable. They must be well-versed in Canadian Press Style and diligent in ensuring their work is factually correct. The relationship between editors and their writers must be a communicative and professional one, constant communication and collaboration will be indicator of a successful editor.

**Responsibilities:**

- Contribute at least one story per issue
- Contribute at least one feature per term, or coach your writers through developing their own
- Develop content ideas for the section and submit them to the Editor-in-Chief
- Collaborate with writers and distribute story ideas to ensure all essential topics are covered for the coming issue
- Receive stories from writers and edit them for structure, content and CPS
- Assist in recruiting, hiring and training writers
- Oversee Lead Writer
- Meet regularly with writers and assist them where needed
- Hold workshops to improve volunteer writing skills
- Either write or find alternative contributions for stories if volunteers are unavailable
- Organize respective section layout for each issue
- Place visual requests for all stories
- Plan and produce at least one video for their section per year with the Video Editor
- Be consistently up to date with the issues, concerns and events occurring within the respective field of coverage
- Attend Editorial Board Meetings once a month
- Prepare a transition report at the end of the year for the next respective Editor at the Sputnik
- When using social media regarding The Sputnik or WLUSP, Editors are expected to conduct themselves in a respectful and professional manner

**Position:** Lead Writer (News, Sports, Arts and Culture, Opinion, The Infinitum)

**General Function:** Lead Writers are expected to exhibit strong knowledge in their field and contribute multiple stories for one issue. They must show diligence to ensure their work is always factually correct and ethically balanced. Leader writers have good time management skills and strong confidence in interviewing. They should be well-versed in Canadian Press Style and collaborate with their respective Editor often.

**Responsibilities:**

- Contribute at least two stories each issue;
- Cover last-minute stories for the respective Section Editor;
- Develop content ideas for the section and submit them to the respective Section Editor;
- Write stories, edit and structure them according to CPS;
- Attend all The Sputnik meetings

**Position:** Visuals Editor

**General Function:** The Visuals Editor is expected to possess deep knowledge of both photography and graphic design, along with strong leadership and communication skills. They are responsible for the total visual identity of The Sputnik, overseeing a team of photographers and graphic designers to ensure all visual content is cohesive before publication.

**Responsibilities:**

- Develop content ideas for the section and submit them to the Editor-in-Chief
- Assist in recruiting and training volunteers
- Oversee volunteer photographers and graphic designers
- Collaborate with Editors and photographers to distribute and cover all visual ideas for the coming issue
- Can prepare graphics in the case of last-minute content requests or absent visual requests
- Is comfortable with Adobe Photoshop and InDesign
- Ensure all visual content is high-resolution, properly credited and submitted by production deadlines
- Attend weekly editorial meetings to provide updates on visual projects
- Is friendly and approachable to members of The Sputnik and the Laurier Brantford community

**Position:** Social Media Manager

**General Function:** The Social Media Manager is expected to have strong time management and organizational skills, exhibit comfort in interviews and be diligent in ensuring

their work is factually correct. They must keep all The Sputnik social media platforms up to date and post for engagement.

**Responsibilities:**

- Announce published articles and promote them on every social media platform
  - The social media platforms that we use are TikTok, YouTube (long form and shorts), and LinkedIn
- Actively post on social media for engagement and interact with audience members, at least 2-3 per week
- Actively manage comments and direct messages
- Keep all social media platforms up to date
- Produce and upload weekly short videos, two of which are encouraged to be “Behind the Scenes” or “Streeters.”
- When using social media regarding The Sputnik or WLUSP, the Manager is expected to conduct themselves in a respectful and professional manner
- Consistency is key, logo, sounds, and captions should all be the same font, size and volume to develop the brand and professionalism.

**Position: Web Manager**

**General Function:** The Web Manager is expected to have strong time management and organizational skills and be diligent in ensuring their work is factually correct. They must keep The Sputnik website up to date and manage any comments, requests, and application submissions.

**Responsibilities:**

- Ensure that all print content is correctly and accurately uploaded to the website
- Ensure the proper, consistent layout of web content
- Generate and input headlines, decks and bylines for stories
- Maintain all pages and keep them up to date
- Execute web requests and collaborate with Editors to develop web-exclusive content
- Continuously work to improve the design of the website for easier user engagement
- Be knowledgeable on or willing to learn how to construct interactive multimedia tools and online graphics such as Storify and ScribbleLive
- Be knowledgeable on or willing to learn more about CSS, JavaScript and HTML
- When using social media regarding The Sputnik or WLUSP, the Manager is expected to conduct themselves in a respectful and professional manner

## **Position: Senior Copy Editor**

**General Function:** The Senior Copy Editor is expected to have strong time management and organizational skills to copy-edit every written piece before it is submitted to the Editor-in-Chief for publishing. They must be diligent in ensuring their work is factually correct, knowledgeable on Canadian Press Style and willing to collaborate with Editors and writers to improve their work.

### **Responsibilities:**

- Receive pieces from Editors and edit them for structure, grammar and CPS
- Assist in recruiting, hiring and training volunteer copy-editors
- Meet regularly with volunteers to copy-edit for every production
- Collaborate with writers to ensure The Sputnik is always publishing well-polished work
- When using social media regarding The Sputnik or WLUSP, the Senior Copy Editor is expected to conduct themselves in a respectful and professional manner

## **Position: Podcast Producer**

**General Function:** The Podcast Producer is expected to have strong audio editing skills, excellent interviewing skills, and a high level of organization. They are responsible for the production of The Sputniks podcast, The Orbit, and ensuring that at least one episode is released per month. They must maintain a respectful and professional partnership with Radio Laurier and ensure all content meets its necessary standards.

### **Responsibilities:**

- Develop biweekly episode concepts and if necessary, scripts for The Orbit and submit them to the Editor-in-Chief for approval.
- Coordinate with Radio Laurier Personnel (Station Manager, Brantford Manager)
- Oversee the recording process, including hosting or training hosts, managing equipment and conducting interviews with students or community members for the orbit and other Sputnik Podcasts
- Edit all podcast audio for clarity, pacing and sound quality
- Collaborate with the Visuals Editor to create any promotional graphics or for episode releases
- Recruit and train volunteers interested in podcasting, voice-over work or audio engineering.
- Is comfortable with audio editing software, such as Adobe Audition, Audacity and Hindenburg.

- Work with the Social Media manager and promote The Orbit on campus to help grow its audience and encourage student engagement.
- Is friendly and approachable to members of The Sputnik, Radio Laurier, and the Laurier Brantford community

**Position: Volunteer Writer**

**General Function:** Volunteer writers have the freedom of writing across any section they prefer. Volunteer writers have no obligation to write and can have a more flexible schedule when writing for The Sputnik.

**Position: Volunteer Photographer & Graphic Designers**

**General Function:** Photo and graphic volunteers are to assist the team in acquiring visuals to accompany the stories of the writers. Volunteers are not obligated to take on tasks each month, which allows flexibility with class schedules.

**Position: Volunteer Podcast members**

**General Function:** Podcast volunteers are to assist the Sputnik team in producing interviews and content. Volunteers will act as hosts, co-hosts, or interviewers for podcast segments. Schedule is flexible and may vary widely, but should fit easily around classes, expect up to 2 hours a week.

*To apply, please scan the QR Code below or visit <https://thesputnik.ca/recruitment/>*

