



UWA STUDENT GUILD  
The University of Western Australia  
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## Pelican Magazine | Fashion Editor

### Position Description

*Pelican* is the second oldest student newspaper in Australia. Everyone wears clothes. From the moment Miranda Priestly told Anne Hathaway in *The Devil Wears Prada* that no one can be independent from fashion, we knew we had no choice but to care. The fashion industry poses huge ethical issues for us as consumers, designers are creating amazing work locally and internationally and we all want to know what the fuck lounge suit means. It is vital *Pelican* covers what is happening globally and locally in the fashion scene in a reliable, funky and consistent way both online and in our print issues.

We are looking for someone who lives and breathes fashion to be our 2018 Fashion Editor. We want someone who is highly organized and able to meet hard deadlines, who can produce written content to an exceptionally high quality and who can dedicate a minimum of six hours per week to *Pelican*. We need you to be a team player and a leader with innovative ideas to creating content across print, online and social platforms. If you have an idea for a podcast or YouTube series, we might melt a little. Ideally, you would have written for *Pelican* or fashion journals before and you have ideas about how to do fashion writing and reporting differently, although this isn't essential (while a keep cup *is* essential). If you have studied fashion, have your own fashion label or are the go to person for fashion advice for your friends, we want you. Above all, we need you to be upfront, up to date with fashion trends, consume a variety of different media around fashion and be passionate about the magazine and committed to producing high quality fashion content. You also need to invite ten of your friends to like the *Pelican* Facebook page. If you can help us make *Pelican* t-shirts, we may start weeping into the embroidered handkerchiefs you would have already made for us.

### Purpose of Position

The purpose of a section editor is to manage a particular interest area for the Magazine through creation and facilitation of content. The Fashion Editor is in charge of the entirety of the Fashion section of the magazine – from International trends to groovy local brands or fashion shows to check out. This role is huge, so we are hoping to have you manage a team of fashion writers or reporters. We are open to ideas as to how you see the structure and management of the position working best.

### Roles and Responsibilities

- Consistently create fashion content across a variety of mediums
  - Producing at least three articles a week for online, whether this be individually or sourcing from the Fashion team. This could be interviews, reviews, opinion pieces, how to dress for x event or what to do with all your denim.
  - Responsible for a four page spread in the print issue – there will be six print issues in 2018. Again, responsible for writing, sourcing and coordinating content from Fashion team and wider contributors.
  - Assist Executive Editors in commissioning and sourcing content across new mediums.
- Managing relationships with partners and organizations – this could look like working Fashion Academics, FABSOC, local fashion brands or shops.
- Managing Fashion team (or the portfolio in a way that suits you)
  - Design and implement incentive structures (competitions/rewards) for new and current contributors to be involved with writing content for the Fashion section. Ensure there is a diversity of contributors and ideas.
- Co-editing works by content creators in association with the Executive Editors
- Assist Executive editors as requested and required
- Attend editorial meetings, reply to emails in a timely fashion

- Prioritize self-care and downtime, to ensure that work with *Pelican* is of the highest standard possible and something you are proud to put on your resume

### **Duties to the UWA Guild**

- Commitment to Guild regulations
- Commitment to Pelican publication regulations in accordance with our editorial policy.
- Take reasonable care for your own health and safety and for the health and safety of others

### **Timeline**

- Monday, 4 December: Applications open
- Monday, 18 December: Applications close
- Tuesday, 19 December – Thursday 21 December: Phone/Skype interviews
- Friday, 22 December: Positions publically announced

### **To Apply**

Please fill out this application form – <https://www.surveymonkey.com/r/2BRMLK2>

It should take you an hour. This is because we have a fetish for online forms. It's also because we want you to take this application seriously and to be honest with yourself about what you have on next year and whether you have the time to consistently contribute to Pelican. It's also a chance to pitch us ideas, show us some of your writing and tell us a bit about yourself. We love oversharing, so the more information you can give us, the better.

### **Questions**

Don't be strangers! Email [pelican@guild.uwa.edu.au](mailto:pelican@guild.uwa.edu.au) or feel free to message Josh or Katie on Facebook.