



Operating Policy – Underground Media + Design

1. Purpose

- 1.1 To provide multimedia, advertising, and printing services to members of the McMaster and surrounding community;
- 1.2 To deliver the annual MSU yearbook (Marmor) to its purchasers;
- 1.3 To solicit advertising, sponsorship, or service revenue for MSU print media, special projects services, and/or events.

2. Operating Parameters

- 2.1 Underground Media + Design shall prepare advertising copy for MSU publications;
- 2.2 Customer accounts for Underground Media + Design shall be paid on delivery either by account code, credit, cash, or cheque;
- 2.3 Underground Media + Design shall operate year-round with the objective of maximizing the advertising revenue obtained for the media of the MSU, within the restrictions of publication size and good taste as defined by the editors of MSU publications and the MSU Good Taste Policy;
- 2.4 Advertising activity from Underground Media + Design will be accounted for independently from graphic design & printing services.
- 2.5 Underground Media + Design shall be responsible for selling advertising and obtaining sponsorship and/or service revenue to McMaster University clients and external organizations as directed by the General Manager on behalf of the Executive Board;
- 2.6 Underground Media + Design shall not include advertising sold to MSU Departments as sales when calculating commissions;
- 2.7 Underground Media + Design shall operate under the Accounts Receivable guidelines outlined in the Accounting Procedures Manual;

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- 2.8 Underground Media + Design shall receive a monthly list of overdue accounts and balances from the Accounting Department; this list shall outline the overdue accounts for the Commercial and Campus Partnerships Coordinator, Sales Assistant, and the Manager. The Manager shall coordinate collection of outstanding invoices, in conjunction with the Accounting Group.

3. Personnel Structure

- 3.1 Underground Media + Design shall consist of the Underground Manager & Creative Director, who shall:
- 3.1.1 Coordinate and oversee the operations of Underground Media + Design;
 - 3.1.2 Perform duties outlined in the Manager & Creative Director job description;
 - 3.1.3 Ensure that **Operating Policy – Services, Operating Policy – Underground Media + Design, Operating Policy – Marmor, and Operating Policy – Promotions & Advertising** are upheld;
 - 3.1.4 Be full-time, hired by and responsible to the Board of Directors through the General Manager.
- 3.2 The Service Manager, who shall:
- 3.2.1 Coordinate all aspects of production jobs including, but not limited to, quoting, production, and delivery for internal and external clients;
 - 3.2.2 Work in conjunction with the Manager to ensure proper billing and accounting accuracy of the department
 - 3.2.3 Perform duties outlined in the Service Manager job description;
 - 3.2.4 Ensure **Operating Policy – Services** and **Operating Policy – Underground Media + Design** are upheld;
 - 3.2.5 Be full-time, hired by and responsible to the General Manager through the Underground Manager & Creative Director.
- 3.3 The Campus & Commercial Partnerships Coordinator:
- 3.3.1 Pursue new commercial and campus partnerships for the McMaster Students Union;
 - 3.3.2 Service a set of regular and continuing advertising and media accounts, and pursue new opportunity and further investment from clients;
 - 3.3.3 Perform duties outlined in the Campus & Commercial Partnerships Coordinator job description;
 - 3.3.4 Be full-time, hired by and responsible to the General Manager through the Underground Manager & Creative Director.
- 3.4 The Senior Designer(s), who shall:
- 3.4.1 Prepare graphic design using a computer and various industry standard graphics programs;
 - 3.4.2 Lead clients through graphic design consultation;

- 3.4.3 Manage the Student Designers and manage their workflow;
 - 3.4.4 Manage the Marmor Staff and manage their workflow;
 - 3.4.5 Perform duties outlined in the Designer job description;
 - 3.4.6 Be full-time, hired by and responsible to the General Manager through the Manager & Creative Director.
- 3.5 The Designer(s), who shall:
- 3.5.1 Prepare graphic design using a computer and various industry standard computer graphics programs;
 - 3.5.2 Assist clients through graphic design consultation;
 - 3.5.3 Perform duties outlined in the Designer job description;
 - 3.5.4 Be full-time, hired by and responsible to the General Manager through the Manager & Creative Director.
- 3.6 The Junior Designer, who shall:
- 3.6.1 Perform duties outlined in the Junior Designer job description;
 - 3.6.2 Be a full-time Student Opportunity Position, responsible to the General Manager through the Manager, and hired by a hiring committee struck by the Board of Directors that shall consist of:
 - 3.6.2.1 The Underground Manager & Creative Director;
 - 3.6.2.2 The outgoing Junior Designer;
 - 3.6.2.3 One (1) Board of Directors member.
- 3.7 The Student Designer who shall:
- 3.7.1 Perform duties outlined in the Student Designer job description;
 - 3.7.2 Be a part-time position hired by the Senior Designer and responsible to the Underground Manager through the Senior Designer.
- 3.8 Part-Time Customer Service Representative(s), who shall:
- 3.8.1 Perform receptionist duties;
 - 3.8.2 Perform other duties outlined in the Customer Service Representative job description;
 - 3.8.3 Be part-time positions, hired by the Service Manager and responsible to the Underground Manager & Creative Director through the Service Manager.
- 3.9 The Marmor Staff, who shall:
- 3.9.1 Produce the MSU Marmor Yearbook annually;
 - 3.9.2 Perform duties outlined in their appropriate job descriptions;
 - 3.9.3 Ensure **Operating Policy – Services** and **Operating Policy – Marmor** are upheld;
 - 3.9.4 Be part-time positions, hired by and responsible to the Underground Manager & Creative Director through the Senior Designer.