Live Oak Communications:
Position Descriptions and Responsibilities

Our mandatory agency meetings are every Monday night from 6:00-7:40 PM. This will appear on your schedule as a one-credit hour class. This is required, however, the credit hour can be audited.

OPEN TO NEW MEMBERS

Account Executive

Qualifications:

- All majors are encouraged to apply
- All years accepted: first-year through seniors
- Minimum of a 3.0 GPA is required
- AE's should have some communications experience
- AE's will be interviewed by the director and assistant director of the agency
- Requires a one semester commitment

Responsibilities:

Account Executives (AEs) are the lead strategists and project managers for client teams. Each AE will work in a team with a supervisor and 2-3 other executives to support one client for the semester and represent the client's needs through the rest of the agency. AEs will work on a variety of communications projects, including (but not limited to): social media work, research reports, creative briefs, press releases, marketing campaigns, etc. Due to the variety of projects, each executive takes on a "specialist" role. The specialist role entails taking lead on certain aspects of the account, but all executives will work together across responsibilities to ensure all work gets completed.

> ***Copywriting Specialist:*** Copywriting Specialists will take lead on writing-intensive projects such as feature stories, social media captions, website copy and advertising copy.

Public Relations Specialist: PR Specialists will take lead on earned media efforts, including press releases, pitching, media lists/outreach and media events.

Social Media Specialist: The Social Media Specialist will lead the social media strategy and design efforts and work with the Media Analytics Executive to support recommendations on social media advertising.

Please note: Branding Executives and Account Executives apply through one single application. Applicants will have the ability to rank which position they prefer.

Branding Executive

Qualifications:

- All majors are encouraged to apply
- All years accepted: first-year through seniors
- Minimum of a 3.0 GPA is required
- BE's should have some communications experience
- BE's will be interviewed by the director and assistant director of the agency
- Requires a one semester commitment

Responsibilities:

Branding Executives (BEs) are responsible for promoting the agency on Elon's campus and our social media accounts, aiming for national recognition among communications professionals and other agencies. They will assist in planning events and workshops, developing social media content (Instagram, LinkedIn, & TikTok), updating the website, inviting professional speakers to campus, maintaining Live Oak's brand identity and more. Due to the variety of projects, each executive takes on a "specialist" role. The specialist role entails taking lead on certain aspects of the team, but all executives will work together across responsibilities to ensure all work gets completed.

Copywriting Specialist: Copywriting specialists will take lead on writing-intensive projects such as feature stories, blog post edits, website copy and advertising copy.

Public Relations Specialist: PR specialists will take lead on outreach and earned media efforts, including press releases/pitching, media lists, alumni outreach, and special events.

Social Media Specialist: The social media specialist will lead the social media strategy and design efforts and work with the Media Analytics Executive to support recommendations on social media advertising.

Please note: Branding Executives and Account Executives apply through one single application. Applicants will have the ability to rank which position they prefer.

Creative Associate

Qualifications:

- All majors are encouraged to apply
- Adobe Lightroom, Photoshop, InDesign and/or Premiere Pro preferred
- All years accepted: first-year through seniors
- Minimum of a 3.0 GPA is required
- Energetic, creative and dedicated to producing quality work
- Requires a one semester commitment

Responsibilities:

Creative Associates will work as a team to produce materials for all client accounts, including print and broadcast advertisements, websites, social media templates, graphic design projects, photography and videos. Creative Associates work closely with the Creative Director, Assistant Creative Director and all members of the account teams to produce creative and effective materials for the clients.

Media Analytics Executive

Qualifications:

- All majors are encouraged to apply
- Strong organizational and analytical skills
- Some experience and/or interest the media analytics field is preferred
- Minimum of 3.0 GPA
- One semester commitment

Responsibilities:

Media Analytics Executives (MAEs) will work closely with the Media Analytics Director and Assistant Media Analytics Director to assess the effectiveness of social media

content for our clients and produce media evaluation reports. MAEs support and advise the account teams in social media strategy as well as analyze campaign performance and research results. The MAEs also conduct qualitative and quantitative analyses and SEO reports.

OPEN TO RETURNING MEMBERS

Agency Director

Qualifications:

- GPA of 3.0
- At least 2 semesters with Live Oak
- Committed, organized and a strong leader
- Ability to motivate and work with people
- Committed to two semesters back to back with agency
- Ability to work 15 hours per week required (paid)
- Available on Mondays from 5:00-6:00 PM for weekly Management meetings

Responsibilities:

The **Agency Director (AD)** works directly with the faculty advisor and Assistant Agency Director to lead all aspects of the agency and oversee all departments, including the account, branding and analytics teams. The AD is in charge of all agency activities including client relations, budgeting, strategic planning, research, social media, editing, event promotion, agency culture and the overall success of Live Oak's 40+ members. The AD must maintain a holistic vision of agency activities and hold each team accountable on a weekly basis.

Assistant Agency Director

Qualifications:

- GPA of 3.0

- At least 1 semester with Live Oak
- Committed, organized and resourceful
- Committed to one semester with agency
- Ability to work 15 hours per week required (paid)
- Available on Mondays from 5:00-6:00 PM for weekly Management meetings

Responsibilities:

The Assistant Agency Director (AAD) will work with the Agency Director in all aspects of agency management. The AAD will have particular responsibility for managing and staffing the agency office, as well as financial management of agency funds, including accounts payable and receivable. Along with the Agency Director, the AAD will also be responsible for overseeing client teams, media analytics and branding, as well as assisting in program development and execution.

Account Supervisor

Qualifications:

- At least one semester with agency
- Committed, resourceful and highly organized
- Be able to demonstrate leadership qualities
- Rising sophomore, junior, or senior status
- Minimum of a 3.0 GPA is required

Responsibilities:

Account Supervisors are responsible for managing an assigned account and client team. Each supervisor is responsible for meeting the needs of their client and organizing and motivating their team to complete program execution. Account Supervisors are also responsible for developing client plans—which includes planning account strategy and guiding integrated campaigns through tactic identification, creation, and execution—as well as creating end of semester reports. The AS is responsible for ensuring each individual member of the account team contributes meaningfully and meets both the account's and Live Oak's expectations. The AS must provide straightforward feedback to ensure the growth of the client's work and each account executive's individual strengths.

Creative Director

Qualifications:

- Rising Senior status and/or previous Live Oak experience
- GPA of 3.0
- Experience in graphic design, web design and video production
- Committed, organized and resourceful
- Ability to motivate and work with people
- Professional demeanor
- Committed to 1 semester with the agency (can be extended to 2 semesters if interested)
- Ability to work at least 15 hours per week required (paid)
- Available on Mondays from 5:00-6:00 PM for weekly Management meetings

Responsibilities:

The Creative Director (CD) oversees the Assistant Creative Director and the creative team. The CD will work closely with the creative team, clients, account teams and team leaders. The CD must conduct weekly creative meetings and organize and lead brainstorm sessions for client projects. The CD is responsible for delegating creative projects to creative content producers and providing creative direction when necessary.

Assistant Creative Director

Qualifications:

- At least 1 semester with Live Oak
- GPA of 3.0
- Experience in graphic design and web design
- Committed, organized and resourceful
- Ability to motivate and work with people
- Professional demeanor
- Committed to 1 semester with the agency

Responsibilities:

The Assistant Creative Director (ACD) will assist the Creative Director in all aspects of team management and work closely with the creative team. Along with the CD, the ACD will also be responsible for providing creative direction.

Branding Director

Qualifications:

- Has spent at least one semester in Live Oak; one semester on branding preferred, but not required
- Strong interpersonal, written, and social media communication skills
- Strong project management and leadership skills
- Minimum of 3.0 GPA

Responsibilities:

The Branding Director will work closely with the Agency Director and Assistant Agency Director on all agency communication needs. They are responsible for meeting Live Oak's promotion, special event, agency culture and recruitment needs, which includes evergreen social media, event planning, media relations, website maintenance and more. They are also responsible for organizing and motivating their team to complete program execution, while ensuring each individual member contributes meaningfully and meets Live Oak's expectations. They must provide straightforward feedback to ensure proper execution of Live Oak needs and address each branding executive's individual strengths.

Assistant Branding Director

Qualifications:

- Has spent at least one semester in Live Oak; one semester on branding preferred, but not required
- Strong interpersonal, written, and social media communication skills
- Minimum of 3.0 GPA

Responsibilities:

The Assistant Branding Director assists the Branding Director with all agency communication needs, including meeting all objectives for agency promotion, special events, agency culture and recruitment efforts. They are individually responsible for developing and maintaining all alumni relationship initiatives as well as managing the Rooted in Community initiative. With the Branding Director, they are also responsible for organizing and motivating their team to complete program execution, while ensuring each individual member contributes meaningfully and meets Live Oak's expectations.

Media Analytics Director

Qualifications:

- At least 1 semester with Live Oak
- Strong management and leadership skills
- Experience in the media analytics field
- Minimum of 3.0 GPA
- One semester commitment

Responsibilities:

The Media Analytics Director (MAD) oversees the team of Analytics Executives and ensures clients receive accurate recommendations and measurements surrounding advertising campaigns. The MAD will assign, edit and oversee the execution of SEO reports, website audits, boosted post plans, paid media plans among other individual client needs.

Assistant Media Analytics Director

Qualifications:

- At least 1 semester with Live Oak
- Minimum GPA of 3.0
- Strong communications, organizational, and leadership skills
- Experience in the media analytics field
- One semester commitment

Responsibilities:

The Assistant Media Analytics Director (AMAD) assists the Media Analytics Director in overseeing the team of Analytics Executives and ensures clients receive accurate recommendations and measurements surrounding advertising campaigns. The AMAD will help assign, edit and oversee the execution of SEO reports, website audits, boosted post plans and paid media plans among other individual client needs.