



## 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.\*

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**OPEN TO NEW MEMBERS**

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### **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 Member**

### *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 Members** 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 Members 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:*

- Strong organizational and analytical skills
- Some experience and/or interest in 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 Supervisor and Assistant Media Analytics Supervisor 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.

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## ***OPEN TO RETURNING MEMBERS***

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### **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 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
- 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. 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.

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