

Live Oak Communications Position Descriptions and Responsibilities

Our agency meetings are every **Monday night from 6:00 to 7:40. 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 3 other executives to support one client for the semester and be the true representative of the client's needs for 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 roles entails taking lead on certain aspects of the account but all executives will work together across divisions 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.

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.

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)

Responsibilities:

The Agency Director (AD) works directly with the faculty advisor and assistant agency director to lead all aspects of the agency and oversee 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 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)

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:

The account supervisor will be responsible for managing an assigned account and client team. He/she is responsible for meeting the needs of the client and organizing and motivating the team to complete program execution. Account supervisors are also responsible for developing client plans and 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)

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:

- Maximum of 17 s.h.
- Has spent at least one semester in Live Oak; one on branding
- 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.

Branding Executive

Qualifications:

- Strong interpersonal, written, and social media communication skills
- Minimum of 3.0 GPA
- 1 semester of previous Live Oak experience

Responsibilities:

Branding executives are responsible for promoting the agency on Elon's campus and our social media accounts, aiming for national recognition among communications professionals, other agencies and new business prospects. They will assist in planning events and workshops, maintaining the website and social accounts, inviting professional speakers to campus, and developing Live Oak's brand identity.

Media Analytics Supervisor

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 supervisor oversees the team of analytics executives and ensures clients receive accurate recommendations and measurements surrounding advertising campaigns. The supervisor 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 Supervisor

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