**Live Oak Communications Position Descriptions and Responsibilities**

***\*Our agency meetings are*** ​***every Monday night from 6:00 to 7:40***​***. This is required.\****

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
* Maximum of 17 s.h.
* 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:*

The term “account executive” refers to a professional who is responsible for a specific client account. Live Oak is structured into client teams, with each team assigned one client per semester. AEs will be assigned to a client team, and will work together with other account executives and one supervisor in serving their client’s communications needs, including (but not limited to): social media work, research reports, creative briefs, press releases, marketing campaigns, etc.

**Creative Member** *Qualifications:*

* All majors are encouraged to apply
* All years accepted: first-year through seniors
* Minimum of a 3.0 GPA is required
* Maximum of 17 s.h.
* Energetic, creative and dedicated to producing quality work
* Requires a one semester commitment

*Responsibilities:*

The term “creative member” refers to a professional who is committed to producing high-quality creative work for the agency. 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.

**Production Designer** *Qualifications:*

* All years accepted: first-year through senior
* Minimum of a 3.0 GPA is required
* Maximum of 17 s.h.
* Business-to-business or communications experience
* Preferably a background in Communication Design
* Requires a one-semester commitment

*Responsibilities:*

**Production Designers (PDs)** will continue to hone the responsibilities of the position (started in Spring 2022). PDs will work with the creative, branding and account teams to print deliverables across client accounts. PDs will work closely with the Creative Director and Director of Creative Production on artwork production and preparing deliverables for digital and print production. While they can still participate in design work with the creative members, PDs will also maintain archives of photos, client creative files, invoices and vendor quotes.

**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
* Maximum of 17 s.h.
* 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.

**Branding Executive** *Qualifications:*

* Maximum of 17 s.h.
* Strong interpersonal, written, and social media communication skills
* Minimum of 3.0 GPA
* All majors are encouraged to apply
* All years accepted: first-year through seniors

*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 and other agencies. 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.

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
* Registered for a maximum of 16 credit hours
* 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
* Registered for a maximum of 16 credit hours
* 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
* Maximum of 17 s.h.

*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.

**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
* Ability to work at least 15 hours per week required (paid)

*Responsibilities:*

**The creative director (CD)** oversees the assistant creative director, the director of creative production 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.

**Director of Creative Production** *Qualifications:*

* At least 1 semester with live oak, preferably as a production designer
* Minimum of a 3.0 GPA is required
* Maximum of 17 s.h.
* Business-to-business or communications experience
* Committed, organized, and resourceful
* Professional demeanor
* Requires a one-semester commitment

*Responsibilities:*

The Director of Creative Production (DCP) plays an independent, yet integral, role in the agency. They will continue to hone and define the responsibilities of the new position (started in Fall 2022 semester). The DCP oversees the production designers and works closely with the Creative Director, Account Supervisors, Branding team and Agency Management. They connect the agency with external vendors in order to produce physical deliverables from creative projects with guidance from agency and creative facility advisors. Other responsibilities include updating and maintaining client brand standards, preparing deliverables for production, speaking to vendors on the phone/through email, placing orders and organizing their deliveries and presenting vendor research to clients.

**Branding Director/Assistant 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:*

**Assistant Branding Director** will be a liaison from the Branding Executives to the Branding Director. They will communicate updates from executives on various projects and work directly with the Branding Director to produce several deliverables. Some examples include handling logistics for events, posting on social media and editing communications materials.

**The Branding Director** will work closely with the Agency Director and Assistant Agency Director on all agency communication needs.

**Media Analytics Supervisor** *Qualifications:*

* At least 1 semester with Live Oak
* Maximum of 17 s.h.
* Strong management and leadership skills
* Experience in the media analytics field
* Minimum of 3.0 GPA
* One semester commitment

**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