

Live Oak Communications Position Descriptions and Responsibilities

Our agency meetings are every Monday night from 5:30 to 7:10. This is required.

Agency Director

Qualifications:

- GPA of 3.0
- At least 2 semesters with Live Oak
- Committed, organized and a strong leader
- 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 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, 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 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 and assisting in program development and execution.

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

Responsibilities:

The creative director (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.

Account Supervisor

Qualifications:

- Some communications experience is preferred
- 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.

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.

Creative Content Producer

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.
- CCP's should be creative, energetic and dedicated to producing quality work
- Requires a one semester commitment

Responsibilities:

The term "Creative Content Producer" refers to a professional who is committed to producing high quality creative work for the agency. CCP's will work as a team to produce materials for all client accounts, including videos, print and broadcast advertisements, websites, social media templates and graphic design projects. CCP's work closely with the creative director as well as all members of the account teams to produce creative and effective materials for the clients.

New Business & Communications (Branding) Executive

Qualifications:

- Maximum of 17 s.h.
- Preferably has spent at least one semester in Live Oak
- Strong interpersonal, written, and social media communication skills
- Minimum of 3.0 GPA

Responsibilities:

New Business and Communications 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.

Media Analytics Team Responsibilities

- Assess the effectiveness of social media content and produce media evaluation reports
- Support and advise account teams in social media strategy
- Analyze campaign performance and research results, and support SEO strategies
- Conduct qualitative and quantitative research
- Summarize and finalize data and results at the end of the semester

Media Analytics Supervisor

Qualifications:

- At least 1 semester with Live Oak
- Maximum of 17 s.h.
- Strong management and leadership skills

- Demonstrated experience in the media analytics field
- Minimum of 3.0 GPA

Media Analytics Executive

Qualifications:

- Maximum of 17 s.h.
- Strong organizational and analytical skills
- Demonstrated experience and/ or interest in the media analytics field
- Minimum of 3.0 GPA