ACCOUNT PILLAR

ACCOUNT EXECUTIVE

- The right-hand person to the Account Supervisor by leading internal teams and document client communications
- Assists in the execution of campaign ideas for clients
- Responds to the clients’ needs and requests
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion
CREATIVE PILLAR

VIDEOGRAPHER
- Responsible for shooting and editing video content
- Must be skilled in Premiere Pro
- Working knowledge of After Effects is a big plus
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

PHOTOGRAPHER
- Responsible for photographing events, client deliverables, and headshots
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

GRAPHIC DESIGNER
- Knowledge of Adobe Illustrator is a must
- Working knowledge of photoshop and InDesign are a huge plus
- Creates layouts and designs of logos and other print and online projects
- Aids campaign development through creative solutions
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion
COPYWRITER

- Responsible for writing copy and developing concepts for ads, news releases, websites, brand audits, etc.
- Participates in brainstorm sessions with other members of the creative team to generate campaign ideas
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

UX, UI DESIGNER

- Will work primarily in creating designs for websites
- Collaborates with other members of the creative team to implement websites according to clients’ specifications
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion
DIVERSITY SUPERVISOR

- Assist with the development of policies and programs to attract, retain and promote a diverse work force in The Agency
- Attend manager meeting to update new initiatives and plans to help improve D&I policies and give general updates
- Create end of the semester survey
- Meet with The Agency Faculty Advisor
- Manage logistics for all diversity events, including: speakers, workshops, volunteering events, and others
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion
**DATABASE SPECIALISTS**

- Develop databases for business and organizations
- Design, implement and repair database elements
- Responsible for ongoing system tests and database backup functions
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

**DEVELOPERS**

- Responsible for designing, coding and modifying websites, from layout to function and according to a client’s specifications
- Create visually appealing sites featuring user-friendly design & clear navigation
- Attend necessary assigned client meetings & all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion
MEDIA PILLAR

**EARNED MEDIA COORDINATOR**
- Assist Earned Media Specialist in drafting news releases and pitches
- Compile media lists using Meltwater and primary research
- Monitor earned media dashboard on Meltwater
- Communicate with influencers on behalf of clients
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

**SHARED MEDIA COORDINATOR**
- Craft on-brand social media content for one to two clients at a time (i.e. writing copy, pulling images, searching for user-generated content, finding articles, etc.)
- Diversify content on every platform and refrain from, for instance, writing the same copy on Facebook, Instagram, and Twitter
- Conduct community engagement if required by the client (retweeting, commenting, following, liking, sharing, etc.)
- Can create graphics if necessary
- If interested in analytics, can assist the analytics specialist in addition to other duties
- Attend necessary assigned client meetings & all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

**OWNED MEDIA COORDINATOR**
- Constantly look for content to post on The Agency’s internal social media accounts (including photoshoots to create ‘filler’ content)
- Write copy for Facebook, Instagram, Twitter and LinkedIn if necessary
OWNED MEDIA COORDINATOR

- Help craft relevant, creative post copy and call-to-action statements for ad placements and boosted posts
- Monitor and measure the success of ad campaigns and boosted posts
- Have a basic understanding of paid media KPIs such as, but not limited to, click through rate (CTR), cost per click (CPC), reach and more
- Report to paid media specialists and managers of opportunities to optimize content
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

PAID MEDIA COORDINATOR

- Monitor community engagement and respond as needed
- Find additional accounts to follow on Twitter and Instagram in order to grow community
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

PAID MEDIA SPECIALIST

- Implement effective ad campaigns (i.e. for client goals including lead generation, awareness, etc.) on Facebook, Instagram, Twitter, LinkedIn and similar social media platforms
- Have a basic understanding of Geofencing, Google AdWords and Google Analytics
- Craft relevant, creative copy and call-to-action statements for ad placements and boosted posts
- Measure and analyze paid media KPIs such as, but not limited to, click through rate (CTR), cost per click (CPC), paid impressions and more
- Create thorough client reports and optimize future content based on success metrics
- Assist in developing client budgets for paid media elements
- Encourage, lead and mentor paid media coordinators
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion
RESEARCH PILLAR

PRIMARY RESEARCH ANALYST

- Work closely with the Director of Strategy and Research and other professionals to delegate tasks for client projects to team members
- Be able to handle short deadlines and quick turnarounds for small projects
- Have a good understanding of Qualtrics and proper research methodology
- Be able to be present for internal agency events that include Brown Bags, Recruitment and try to improve overall morale within the pillar
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

SECONDARY RESEARCH ANALYST

- Conduct quantitative and qualitative research by obtaining and utilizing published reports, databases and resources
- Organize research findings into succinct, defined reports and deliverables for client campaigns and new business outreach
- Attend necessary assigned client meetings and all assigned internal account meetings
- Minimum commitment of 10hrs/week and weekly timesheet completion

MAVY ASSISTANT MANAGER

- Role model for MAVY team by continuously exhibiting a high level of initiative and attention to detail in all tasks
- Aiding the MAVY manager in keeping the website maintained and running
- Delegating tasks to MAVY team
- Keeping day-to-day activities organized
• Supervising team and providing additional advice and information as needed to ensure everyone is performing their job properly
• Addressing internal team problems on the job to ensure everyone is thriving in the workplace and satisfied with their role and work environment
• Motivating team to perform well
• Organizing promotions and spearheading marketing efforts by communicating with Connector Pillar
• Managing projects as assigned and organizing teams to assist in these efforts
• Dealing with meeting scheduling and attendance
• Attend necessary assigned client meetings and all assigned internal account meetings
• Minimum commitment of 10hrs/week and weekly timesheet completion