

Deadline: November 9th, 2007 5 p.m.

ASSISTANT DIRECTOR APPLICATION Live Oak Communications

Beginning in the fall semester of 2007, the School of Communications launched a student communications agency (PR and integrated communication). Live Oak Communications employed 19 account executives in its inaugural semester. Live Oak served both for-profit and not-for-profit clients in the North Carolina region. The director and assistant director of the agency guided student account teams in analyzing client challenges and executing programs to meet those challenges. Services offered by Live Oak include public relations, advertising, special event marketing, viral marketing, media relations, web site development, video creation and graphic design.

Live Oak Communications is run like a professional PR/advertising agency, with a staffed office located in McEwen 009. Agency account executives will be required to work two hours each week in the agency office, and attend an all-agency meeting one night per week. Account executives are eligible to receive one hour of class credit each semester for their participation.

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 in serving their client’s communications needs.

Benefits of serving on a student communications agency include the opportunity to develop a professional identity, add real client work to your resume and portfolio, and an increased chance of being selected for internships and entry-level jobs. Having student agency work on your resume sets you above the pack when being considered by communications companies.

Assistant Director Requirements:

- Junior status in Spring 2008
- GPA of 3.0
- High score on agency writing test and knowledge of AP style
- Some communications experience
- Committed and resourceful
- Potential for becoming Director in Fall, 08
- Ability to work 20 hours per week required
- Committed to one semester with agency

The assistant director will receive two hours of Independent Study credit for the semester. The assistant director will also be paid for his/her time.

JOB RESPONSIBILITIES

Assistant Director

The assistant director (AD) will work with the director in all aspects of agency management. The AD will have particular responsibility for managing and staffing the agency office, as well as maintaining the agency web site and new business materials. The AD will also be responsible for financial management of agency funds, including accounts payable and receivable. Along with the director, the AD will also be responsible for overseeing client teams and assisting in program development and execution.

Qualified candidates will be committed and resourceful, with an eye for detail and quality. Contract terms for AD are one semester, with the ability to have “first option” on competing for the director position the following year. A time commitment of 20 hours per week (paid and credited) is expected, so candidates should limit their leadership responsibilities on other campus committees and organizations.

The benefits of obtaining the AD position are numerous. In addition to being able to potentially move into the director position the following year, a semester as an AD provides a highly sought after experience on your resume.

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**LIVE OAK COMMUNICATIONS APPLICATION
ASSISTANT DIRECTOR
Spring '08**

When completed, please submit your application by November 9 to:

Professor Lee Bush
Campus Box 2850
Elon University

You may also address your application to Professor Lee Bush and drop it off in the School of Communications office in McEwen.

Please include a *copy of your resume* with this application. You must also take the writing test and submit it with your application (attached).

Date: _____

Name: _____

Major: _____

Email: _____

Phone: _____

Current GPA: _____

List below the classes you have taken in the School of Communications:

SECTION I -- ESSAY

In 500 words or less, please describe why you think you are highly qualified for the position of assistant director? (You may use a separate sheet of paper and attach it to the application).

SECTION II – SKILLS ASSESSMENT

Please rate your skills from 1-10 in the following areas, with 10 being the highest. BE HONEST. Under each line item, explain why you have rated yourself as you did.

Writing Skills

1 2 3 4 5 6 7 8 9 10

Explain: _____

Graphic Design Skills

1 2 3 4 5 6 7 8 9 10

Explain: _____

Presentation Skills

1 2 3 4 5 6 7 8 9 10

Explain: _____

People Skills

1 2 3 4 5 6 7 8 9 10

Explain: _____

Attention to Detail

1 2 3 4 5 6 7 8 9 10

Explain: _____

Attention to Quality

1 2 3 4 5 6 7 8 9 10

Explain: _____

Problem Solving Ability

1 2 3 4 5 6 7 8 9 10

Explain: _____

Resourcefulness

1 2 3 4 5 6 7 8 9 10

Explain: _____

Professionalism

1 2 3 4 5 6 7 8 9 10

Explain: _____

Strategic Thinking

1 2 3 4 5 6 7 8 9 10

Explain: _____

Leadership

1 2 3 4 5 6 7 8 9 10

Explain: _____

Creativity

1 2 3 4 5 6 7 8 9 10

Explain: _____

Below, please list the name, email address and phone number of two professional or academic references who can attest to the skills you have rated above:

SECTION III – WRITING TEST

Please include #1 on a separate page and attach it to this application.

1. News release

A new product is about to be introduced to the market – scissors. Cutting Edge, the company that produced the scissors, has asked you write a news release to help launch the product to the media. Chief Marketing officer Kent Appendite will be reviewing your release, as will the engineer who produced the product, Robert Hinchliffe.

Limit your release to three paragraphs.

2. Tagline

Cutting Edge will also be creating an advertising campaign for scissors and needs a tagline that will best position their product in the market.

In the space below, please write your idea for a tagline.

3. Editing

Please edit the following news release paragraph for grammatical errors, typos, sentence structure, accuracy and flow of writing, using the rules of AP style. You may add words, remove words or rearrange words as you like. Do not retype the paragraph. Use a pen to mark the copy.

Yesterday, School Board members in Liberty, Missouri asked that student's parents keep them from coming to school when their children had a cold or flue. The highest amount of flue has been seen sense it was recorded in 1957. Their have already been 88 cases of the flue outbreaks in the school this quarter. Larry Black, President of the School Board said that "If parents keep their kids home then they are less likely to make the situattion worst." Larry said the warning would be put in affect beginning on the Monday of next week.