

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

ACCOUNT EXECUTIVE 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.

Qualifications/Requirements:

- Any major is welcome to apply
- All years accepted: freshmen through seniors
- Minimum of a 2.7 GPA required
- AEs will be interviewed by the Director and Assistant Director of the agency
- Those interested in graphic design and film/video creation are encouraged to apply
- Term: one semester

Account executive applicants should be committed to producing high quality, creative work for the agency. We intend to be one of the best university agencies in the country, and will be selecting only those students who are committed to helping us achieve that goal. While previous communications experience is a plus, the best AEs are those who are enthusiastic, resourceful, creative and eager to take on client challenges.

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**LIVE OAK COMMUNICATIONS APPLICATION
ACCOUNT EXECUTIVE
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. Also, please attach a writing sample. This can be from any class, but a communications class is preferred.

Date: _____

Name: _____

Major: _____

Email: _____

Phone: _____

Year in School (as of Spring '08): Freshman Sophomore Junior Senior

Current GPA: _____

List below any classes you have taken which you feel are beneficial to the agency experience:

SECTION I -- ESSAY

In 250 words or less, please describe why you think you are highly qualified for the position of account executive? (You may use a separate sheet of paper and attach it to the application).

In your essay, please include any special skills you feel would benefit the agency, such as computer software, writing skills, graphic design, film production or other creative or strategic thinking skills.

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: _____

Film/Video Production

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 one professor who can attest to the skills you have rated above: