

Title: Director

Description:

The TommComm director is the lead management position in the agency. All student employees report to the director, and the director reports to the faculty advisers. The director's primary duty is to ensure that the agency is running smoothly internally and externally. He or she also updates faculty advisers on recent TC developments and implements suggestions they have for its organization and functioning. Much of the director's work centers on the internal agency functions.

This position sometimes requires making tough decisions and performing unexpected work. The director must take the initiative to help TC and its employees succeed. Although school comes first, TC must be a high priority for the director. TC is a young business, and the director will have the unique privilege of helping to shape the agency in the best way he or she sees for the team. The TC director will gain valuable experience in leadership, entrepreneurship, and the strategic communication field.

Responsibilities:

- Work with the project manager by communicating, meeting and collaborating to ensure projects are on track. Step in when necessary.
- Recognize team members' talents and delegate appropriate tasks.
- Decide which new clients to accept after reviewing project proposals with the team, then meeting with clients sign proposal.
- Answer questions the team has and help with troubleshooting.
- Lead bi-weekly TC meetings. Responsible for sending an agenda to participants at least one day in advance and for debriefing anyone who was absent.
- Send agency-wide communications to keep everyone up to speed.
- Oversee student employment processes by updating job descriptions, posting jobs, accepting applications, interviewing and training.
- Lead by example and be a role model for other TC employees.
- Maintain positive office morale by supporting employee growth, providing encouragement and offering constructive advice.

- Be a good representative of the agency to clients, the university and employees.
- Meet with clients after projects are completed to evaluate the agency's performance.
- Set and track agency goals and adjust procedures where necessary.

Qualifications:

- Rising junior or senior.
- Completion of COJO 470 or other relevant marketing experience.
- Ability to lead large teams, delegate tasks, help others succeed and to troubleshoot challenges.
- Strong written and verbal communication skills; completion of COJO 252 is desirable.
- Strong organizational abilities.
- Self-starter who takes the initiative to find new tasks.
- Critical thinker.
- Ability to recognize when help is needed and to ask for it.
- Ability to dedicate 10-15 hours per week to TommComm.

Title: Account Manager

Description:

Account manager is a higher-level position that collaborates with the project manager and the creative director under the TommComm director. The account manager primarily focuses on how TommComm can best understand the desires of the client and turn those desires into action. He or she also coordinates with the project manager on work to be done to make sure adequate internal resources are available for the external needs to be met. Success in this position is defined by being prompt and consistent in client communication, as well as understanding the needs of the client and expressing those needs comprehensively to the TommComm team. The account manager is all about the external affairs of TommComm.

This position requires a trained communicator willing to be the business face of TommComm. Talking with new people, adapting to new communication styles and considering how clients feel and what the clients believe are all skills needed in this position. The duties of this position require extensive interactions with clients – foreseen and impromptu; these duties can be difficult to perform with a rigid schedule. The account manager will gain valuable experience in leadership, entrepreneurship and strategic communications.

Responsibilities:

- Meet with new clients and project manager to present TommComm's services and to understand client needs.
- Write up client needs in a proposal document; present the proposal to faculty advisers for edits; work with director for approval.
- Brief the project manager at the start of each project about the tasks to be done.
- Present the project proposal and a letter of understanding for clients to sign.
- Communicate and meet with clients regularly to track projects, ask for feedback and modify processes accordingly. Update project manager on developments.
- Update director consistently on current projects.
- Present client needs at team meetings.

Qualifications:

- Rising junior or senior.
- Excellent written and verbal communication skills.
- Ability to identify clients' needs, strengths and identity, as well as effectively record these in project proposals and communicate them to others.
- Organized and detail-oriented with the ability to plan ahead.
- Ability to collaborate with others on various tasks.
- Amicable, confident and adaptable to other's communication style.
- Ability to identify instances that require difficult conversations and a willingness to initiate and have difficult conversations.
- Ability to think from client's perspective, anticipate his or her needs, and address client concerns appropriately.

Title: Project Manager

Description:

The project manager manages specific employee duties after a proposal is approved to ensure that deadlines are met and the project stays on budget. Much of this role involves delegating responsibilities to other employees and supporting them throughout the duration of the project. The project manager works closely with the account manager to understand where the work stands and how the client feels about it, and to pass along necessary information to other employees.

This position is important because it ensures that TommComm's work is completed on time and thoroughly so that the client is satisfied. The successful project manager will be organized and outgoing, and willing to have difficult conversations to make sure commitments are met. This role involves a lot of communicating and coordinating, so the ability to write and speak well are key. The project manager's hours will be somewhat flexible, but workflow may vary and will require him or her to stay on top of things.

Responsibilities:

- Keep agency documents organized, up-to-date and accessible; collect action reports from other TC employees; keep Basecamp up to date.
- Create project timelines and manage progress on all projects to ensure they stay within budget.
- Check in consistently with employees to track progress on all projects.
- Attend client meetings with the account manager.
- Manage and delegate responsibilities to employees after completion of proposal; oversee work through completion of project.
- Update the account manager about the state of each project.
- Meet with advisers to evaluate effectiveness of project methods.
- Communicate with resources within St. Thomas for services, such as photography, space usage or other talent needs.
- Advise director on internal disputes and complaints of TC employees.
- Attend client meetings with the account manager and take notes.
- Notify the account manager if a schedule needs changing.

Qualifications:

- Rising junior or senior.
- Excellent interpersonal and written communication skills.
- Willingness to confront teammates if quality of work is lacking.
- Must be organized and detail-oriented in a way that works well with the team.
- Ability to effectively manage teams.
- Ability to maintain, and sometimes create, a positive office morale.
- Ability to effectively balance multiple projects and moving parts at a time.
- Ability to recognize conflicts or tension and diffuse these effectively.

Title: Creative Director

Description:

The creative director is responsible not only for leading, but also inspiring and directing the creative team. He or she collaborates with the account and project managers to interpret the creative brief and bring the plan to life. He or she is the creative mind of the team, looking at each project through a creative lens to ensure that TommComm can turn out quality work on a realistic timeline and budget.

TommComm prides itself on being a creative student agency, and the creative director brings fresh ideas to life. A successful creative director will promote other employees to experiment and to challenge themselves to “cut through a clutter” and produce work that stands out. This position will sometimes require meeting with clients and spending time with other TC employees to produce quality work.

Responsibilities:

- Inform project manager about students whose talents may benefit a project.
- Meet with clients to assess their needs and identity; draft a creative brief that summarizes these and TommComm’s creative vision for the project; receive approval from director, faculty advisers and client.
- Consult faculty advisers consistently for advice and feedback on the creative quality of projects.
- Balance presenting cutting edge creative ideas and materials to client with providing them with what they want.
- Set standards for branding and creative projects; provide client with options to choose from.
- Collaborate with the project manager and the account manager to ensure quality work is being produced on time and within budget.
- Provide encouragement and constructive feedback, as well as opportunities for the creative team in developing their talents.

Qualifications:

- Rising junior or senior.
- Completion of COJO 111, 112, and 256 (Design Concepts).
- Familiarity with Adobe programs such as InDesign, Illustrator and PhotoShop.
- Ability to capture client’s vision and effectively communicate it to others.

- Ability to manage teams effectively.
- Confidence in his or her creative ability.
- Previous experience with graphic design preferred.

Title: Web Designer

Description:

The TommComm Web Designer works with agency staff and faculty advisers to keep its website updated and functioning properly. The designer will collaborate with the creative director to make sure the site meets branding guidelines and is aesthetically pleasing. He or she will also work with the marketing team to develop content that is website-friendly and that meets TC's messaging strategies. Until further notice, the web designer will report to the TommComm Director.

This position is a great opportunity for a student looking to hone his or her HTML coding and web designing skills. The TC brand will likely undergo some changes, and the web designer will have the opportunity to provide suggestions on these and to adapt the website accordingly. The successful web designer will be willing to take creative risks to make the website look like it could belong to a professional agency. He or she also offers ideas for improving the site and must be able to work well with others. The web designer will gain valuable experience in website coding and design, and may use TC's site as a sample in his or her portfolio.

Responsibilities:

- Update and edit website with content created either by himself/herself or another agency employee.
- Revise site design and layout to maximize user experience and aesthetic appeal.
- Create new pages to grow site and better promote TommComm.
- Make edits to improve user experience.
- Work to improve search engine optimization (SEO).
- Consult on certain projects for clients that require web work.
- Work with faculty advisers, such as John Keston and Mike O'Donnell, to troubleshoot and get feedback on updates.

Qualifications:

- Completion of COJO 258 or other demonstration of web design or coding experience.
- Knowledge of HTML 5 and CSS style sheets. Knowledge of Sublime Text a plus, but not required.
- Ability to work independently and with others to meet deadlines.
- An eye for design.
- Desire to learn and improve web design, coding, and SEO skills.
- Ability to dedicate at least 5 hours/week to TC. (Hours may vary.)

Title: Marketing/PR Manager

Description:

The TommComm marketing/PR manager oversees the agency's advertising and public relations efforts both on and off campus. He or she reports to the director and works closely with the creative director and web designer to maintain brand consistency. TommComm has a basic communications plan and has purposefully held off on advertising until now. The marketing/PR manager will help develop, implement and promote TommComm's plan and brand to attract new clients and student employees.

This position sometimes requires working both individually and with others. The marketing/PR manager must be familiar with the agency's brand and marketing best practices. He or she must also be able to assess the effectiveness of marketing and PR strategies and adjust these accordingly. School comes first, but TommComm must a priority as well. TC is a young business, and the marketing/PR manager will have the unique and exciting opportunity to help shape the agency's identity in the eyes of potential clients and the St. Thomas community. The marketing/PR manager will gain valuable experience in marketing, public relations and strategic communication.

Responsibilities:

- Adjust and implement current communication plan based on agency's strategic goals
- Manage, write content for and post content on social media channels.
- Promote TC on and off campus through social media, press releases and other strategies outlined in communication plan.

- Create messages that inform the public about TommComm's projects, services, openings, etc.
- Assess effectiveness of marketing and PR strategies and adjust these accordingly.
- Work with creative director and web designer to ensure brand consistency.
- Work with web designer to create and publish content for the website.

Qualifications:

- Rising junior or senior.
- Marketing and/or PR experience from an internship, COJO course project or other relevant experience.
- Familiarity with social media best practices and technology.
- Attention to detail and strong organizational abilities.
- Ability to bring an ambitious, creative and fun attitude toward promoting TC.
- Strong written and verbal communication skills; knowledge of AP Style.
- Self-starter who takes the initiative to find new tasks.
- Ability to recognize when help is needed and to ask for it.
- Ability to dedicate 10-15 hours per week to TommComm.