



Section 1: Introduction

Purpose of Document

The purpose of this process manual is to keep the standard operations and procedures of Embrace organized and consistent from year to year. This manual is meant to help make the onboarding and transitioning process between new team members easier and more efficient. By having a standard procedure for each activity done within the agency, we will be more organized and efficient, which will allow us to allocate more time to projects.

Job Descriptions and Responsibilities

CEO Job Description

The Chief Executive Officer is responsible for establishing the vision and culture of Embrace, and making key business decisions to enact that vision and culture. The CEO also acts as a liaison between the University of Evansville and the agency. This includes communication with the agency's advisor, advisory committee, and other school officials. Finally, the CEO oversees all client projects to ensure that high-quality work is being produced in accordance with the established project budget. This position is full-time.



CEO Responsibilities

- Establish agency vision and culture
- Make key business decisions to steer agency and ensure profitability
- Participate in annual hiring process
- Oversee agency workload and assign projects to appropriate team members
- Communicate with project director and other advisors
- Participate in initial meeting with prospective clients

CEO Qualifications

- Junior or senior classification
- Highly motivated and capable of working independently
- Effective leadership with strong interpersonal skills
- Capable of presenting and meeting in a professional business environment
- Ability to lead a student group with diverse skill sets and personalities
- Understands principles of management, finance, marketing, and communication strategy
- Entrepreneurial spirit
- Strong organization and time management skills



CFO Job Description

The Chief Financial Officer is responsible for maintaining the agency's financial viability. They create monthly and yearly profit and loss statements, financial projections, and client invoices. The CFO also works with relevant University Business Office members to coordinate payroll for members and collection of payment from clients. This position may be full- or part-time.

CFO Responsibilities

- Work with the CEO to establish pricing strategy for agency services
- Maintains accounting records of agency's profit and loss (monthly)
- Creates financial projections
- Determine labour capacity ratios
- Oversee timely payable/receivable schedules with the Center for Innovation and Change
- Works with Account Executives to establish project budgets



CFO Qualifications

- Junior or senior classification
- Highly motivated and capable of working independently
- Detailed understanding of accounting and finance
- Ability to work with a student group with diverse skill sets and personalities
- Entrepreneurial spirit
- Strong organization and time management skills

Account Executive Job Description

Account Executives are the liaisons between clients and the rest of the agency. They are responsible for identifying prospective clients and overseeing the client acquisition process, including facilitating meetings, leading capabilities presentations, and writing proposals of services. Once a project is awarded, an Account Executive serves as the primary point of contact for the client to communicate with the agency. Account Executives are also responsible for coordinating with relevant team members to ensure that projects are completed in accordance with established deadlines and guidelines. This position may be full or part-time.



Account Executive Responsibilities

- Identify prospective clients and oversee client acquisition process
- Develop and lead capabilities presentations
- Develop professional and personally-tailored proposals of services detailing projects to clients
- Represent the agency in a positive and professional manner in all conduct
- Serve as primary point for clients and communicate all client needs to the agency
- Communicate all agency needs and questions to the client during projects
- Manage projects with relevant team members to ensure timely and high-quality completion

Account Executive Qualifications

- Sophomore, junior, or senior classification
- Highly motivated and capable of working independently
- Upholds a professional image and attitude
- Organized and able to manage multiple projects at once
- Understands the principles of management, marketing, and communication strategy
- Excellent interpersonal communication, public speaking, writing, and relationship-building skills
- Salesmanship
- Entrepreneurial spirit



Marketing Strategist Job

Description

The Marketing Strategist is responsible for ensuring that all client projects are grounded in strategy and positioned to achieve a client's business objectives. They are responsible for conducting independent research and must be able to ask critical questions to determine the client's needs. The Marketing Strategist often works closely with the creative team to bring projects to life. Lastly, the Marketing Strategist is responsible for reviewing final products to ensure they align with research and desired outcomes. This position is full-time.

Marketing Strategist Responsibilities

- Understand and articulate the client's brand position and business objectives
- Formulate Brand Positioning Statements for clients, as needed
- Conduct benchmarking, qualitative research, interviews, focus groups, and other research tactics, as needed
- Ask critical questions and condense large quantities of information into essential ideas
- Understand the target market associated with a client



- Determine the best methods and mediums for clients to achieve their objectives
- Oversee production of data-driven deliverables, including research reports, focus groups, and search engine optimization, as needed
- Review final creative output to ensure alignment with research and desired outcomes

Marketing Strategist Qualifications

- Junior or senior classification
- Highly motivated and capable of working independently
- Understands the principles of marketing and communication
- Strong interpersonal communication skills
- Ability to work in a team environment
- Willing to interview, question, and respond to, and challenge corporate professionals
- Familiarity with or willingness to learn search engine optimization and other data-driven marketing services
- Comfortable providing constructive criticism to team members
- Entrepreneurial spirit



Creative Director Job Description

The Creative Director oversees the agency's output of creative deliverables, including graphic design, video production, website development, and social media management. They must be able to convert a client's business objectives into tangible products and/or services. The Creative Director is responsible for dividing tasks between multiple members of the creative team - Graphic Designer, Writer, and Digital and Social Media Specialist. They must also coordinate with the Marketing Strategist and Account Executive to ensure all project components form a cohesive set of deliverables. The Creative Director is also charged with maintaining updated and attractive marketing collateral to promote the agency itself, including the agency website and social media. This position is full-time.

Creative Director Responsibilities

- Drive the creative and tactical response to client requests, based on strategic direction
- Develop concepts for the delivery of messages for the client's target audiences
- Lead the creative team in all creative projects and review final products before delivery
- Develop and maintain a pool of resources for tactical skills outside the realm of the agency, as needed



Creative Director Qualifications

- Junior or senior classification
- Highly motivated and capable of working independently
- Understands the principles of marketing, communications, advertising, graphic design, writing, and multimedia production
- Strong management and organizational skills
- Ability to supervise creative team members and freelance resources
- Ability to visualize and express concepts in a creative, engaging, and professional manner
- Comfortable providing constructive criticism to team members and peers
- Entrepreneurial spirit

Writer Job Description

The Writer is responsible for writing and editing all materials created by Embrace, both for clients and internal agency use.

Written content must be grammatically correct and effective in achieving stated business objectives. Types of content may include press releases, advertisement copy, website copy, business names and taglines, blog content, script writing, and internal business documents like proposals.



Writer Responsibilities

- Ideate and write all content for internal and external agency purposes
- Work with other creative team members to create integrated multimedia deliverables
- Fluidly transition between writing styles and formats depending on client needs and strategic direction

Writer Qualifications

- Sophomore, junior, or senior classification
- Highly motivated and capable of working independently
- Understands grammatical syntax and stylistic conventions
- Experience with multiple genres of writing
- Ability to work in team environment and balance multiple projects at once
- Creative
- Entrepreneurial spirit
- Organizational skills and ability to work under strict deadlines



Graphic Designer Job Description

The Graphic Designer is responsible for ideating and designing all visual content for Embrace, both for clients and internal agency use. Content must be visually appealing and effective in achieving stated business objectives. Types of materials may include logos, website designs, social media graphics, digital and print advertisements, vehicle decals, and more.

Graphic Designer Responsibilities

- Conceptualize and design visual content for internal and external agency purposes
- Work with other creative team members to create integrated multimedia deliverables
- Fluidly transition between visual styles to meet client needs and strategic direction

Graphic Designer Qualifications

- Sophomore, junior, or senior classification
- Highly motivated and capable of working independently
- Understands principles of graphic design across multiple Adobe programs
- Ability to work in team environment and balance multiple projects at once
- Organizational skills and ability to work under strict deadlines



Digital and Social Media Specialist Job Description

The Digital and Social Media Specialist is responsible for creating digital multimedia content for Embrace, both for clients and internal agency use. Content must be appealing and effective in achieving stated business objectives. Types of content may include social media management, photography, video production, audio production, and website development.

Digital and Social Media Specialist Responsibilities

- Ideate and create all content to be utilized in digital communication for internal and external agency purposes
- Manage day-to-day updates to the agency's social media and website
- Create and edit video content
- Work with other creative team members to create integrated multimedia deliverables
- Fluidly transition between visual styles to meet client needs and strategic direction



Digital and Social Media Specialist Qualifications

- Sophomore, junior, or senior classification
- Highly motivated and capable of working independently
- Understands principles of multimedia production across multiple Adobe platforms
- Understands the principles of website design and development
- Ability to work in team environment and balance multiple projects at once
- Creative
- Entrepreneurial spirit
- Organizational skills and ability to work under strict deadlines

Services Offered

Embrace Service Offerings

- Brand Development
- Qualitative Market Research
- Strategic Communication Plan Development
- Advertising/Promotion/Awareness Campaigns
- Web/Social Media Development
- Sales Collateral Development
- Direct Marketing Campaigns
- Internal Communication
- Event Marketing
- Digital Media Creation (Video, Commercial, Promo)