



CLAgency Account Executive Application

Summary:

CLAgency is a student-run public relations agency that is an integral part of the communication team of the College of Liberal Arts' (CLA) Office of Institutional Advancement. Account executives are assigned to one or more departments in the CLA. They provide communications services for their department, including writing feature articles for the department's website, e-newsletter, and social media. We are looking for people who are interested in interviewing students, faculty, and alumni and writing great stories that create a sense of pride, affection, and responsibility towards the liberal arts. As part of CLA's internal PR agency, students will gain knowledge of how an agency operates; learn about communications, marketing, and public relations through weekly professional development sessions; and meet and network with professionals in the Twin Cities. Please see clagency.umn.edu for more information.

Details of the Position:

10–20 hours/week, \$10.50/hour, required weekly lab sessions on Fridays from 10:30 a.m.–12:00 p.m.

Duties/Responsibilities:

- Implement communication campaigns (i.e., social media, websites, video, newsletters, brochures) following CLA guidelines
- Interview students, faculty, and alumni in order to write feature stories profiling their achievements (at least three per semester)
- Participate in weekly agency learning sessions with professionals
- Participate in a CLAgency project team and complete assigned work
- Create blog posts for the CLAgency website

Required Qualifications:

- Currently enrolled as a freshman or sophomore in CLA at the University of Minnesota for 2017–18
- Available to work 10–20 hours/week during normal business hours (flexible/arranged)
- Deadline-driven
- Demonstrates strong writing skills
- Strong organizational skills and attention to detail
- Good problem-solving skills, ability to prioritize, and maturity in judgment
- Ability to work with confidential information and interact with diverse populations
- Proficiency with Google Drive
- Excellent oral communication skills

- Ability to work well independently and in a group

Preferred Qualifications:

- Previous experience in a professional office or customer service environment
- Experience with Hootsuite or other social media management tools
- Experience with Adobe Creative Suite or other media production platform (for those interested in creative work)
- Experience in design, photography, sound, video production or other multimedia (Those interested in creative work: please include a portfolio with your application.)
- Available for at least two semesters

To apply, email the following pieces to clagencymanagement@umn.edu:

1. Your resume.
2. A cover letter that describes why you want to be part of CLAgency and why you are qualified.
3. A writing sample consisting of a 1–2 page essay, article, or other past assignment that best demonstrates your writing skills.
4. You've been hired to write a feature article about a CLA student. See page three for your notes from the interview. Draft a 500–700 word feature piece on them.

Interview Notes - Ricardo Guzman

1. Tell me about yourself, what are you studying?
 - art and global studies major
 - work on several projects on identity and human rights issues in latin america, been working on some documentaries
 - went to south america to film a large portion of this
2. What do you plan to do career wise in the future?
 - From Juarez Mexico, considered one of the most dangerous cities in the world
 - Experience shaped the way he looked at the world and how he engages with the world around him
 - Work has always been geared to the community, wants to engage communities
 - Global Studies and Art Major has helped him connect with professionals in his field and create work without borders
 - Finishing up a documentary that he started in South America last summer
3. How has the College of Liberal Arts and the IGS (Institute of Global Studies) helped you prepare for you career goals?
 - Faculty and staff of CLA, especially his advisors have always gone out of their way to serve his needs
 - Multiple scholarship awardee
 - Has helped him reach his goals of studying abroad and getting a job with the IHRC immigration and History center documenting stories of people in the community
4. What has been the most helpful in IGS (Institute of Global Studies)?
 - Getting close to faculty members
 - IGS has a very flexible way of making things work so he can reach his goals
 - Advisers always letting students know of all the events and opportunities that the department had