

# ACCOUNT MANAGEMENT

## Account Manager

- Collaborate across all departments to produce creative marketing initiatives that build client businesses
- Manage client expectations, timelines, and budgets per project
- Guide the execution of projects from initial kick-off to completion across various platforms
- Work with strategists and creatives to write creative briefs
- Regularly present work and new business pitches to clients
- Maintain client relationships



# BUSINESS DEVELOPMENT

## **Business Analyst**

- Plan and execute strategies to create growth opportunities for Orange Umbrella
- Develop solutions to solve operational issues
- Pitch consultancy services to interested clients
- Create and foster new client relationships
- Draft contracts based on client deliverables, project scope, and overall costs

## **Corporate Development Officer**

- Cultivate relationships with 20 professionals across two Advisory Boards
- Serve as the project lead for multiple client accounts focusing on corporate restructuring and marketing strategies
- Maximize connections and professional network to formulate corporate growth strategies
- Plan and execute “Job Shadow Week” and/or “Freshly Linked” mentorship programs for all 60+ students across five departments
- Organize and host “Networking Panels” attended by 100+ students and professionals

## **Financial Officer**

- Responsible for all aspects of expense and revenue management for Orange Umbrella
- Create and balance annual budget to ensure smooth operations of the consultancy
- Record and analyze annual revenue
- Provide detailed and transparent bookkeeping of all financial transactions
- Work closely with Business Development team to set up revenue targets
- Strategize with leadership to meet financial and business growth goals

## **Human Resource Manager**

- Maintain a positive work environment and creative collaboration for 60+ employees
- Plan and oversee team-bonding activities and implement workplace accountability systems
- Serve as a resource of confidentiality and impartiality when conflicts arise
- Accumulate and assess student feedback to enhance programs and overall experience
- Track attendance and organize critical employee performance records
- Utilize a variety of tactics to increase employee motivation
- Lead and improve recruitment processes each semester and coordinate with directors on departmental needs



# ***BUSINESS DEVELOPMENT***

## **Legal Advisor**

- Work with Business Development and Finance teams on the creation and management of client contracts and invoices
- Work closely with Account Managers to assess and audit clients' adherence to contract stipulations
- Ensure overall operations follow legal and ethical protocol
- Guide decision-makers on what matters should be handled or raised to University legal counsel
- Manage relationships with outside legal counsel

## **Project Manager**

- Delegate project tasks based on staff members' individual strengths, skill sets, and experience levels
- Ensure that all projects are delivered on-time, within scope and budget
- Ensure execution, delivery and quality of project deliverables by managing and overseeing upwards of 10 projects
- Create project timelines with account managers and to keep people accountable for deadlines



# CREATIVE

## **Copywriter**

- Utilize strategic insights and creative partnerships to develop innovative ideas for clients
- Oversee and guide the visual development of client work, including written content, taglines and voiceovers
- Assist on projects creatively as needed

## **Designer**

- Conceptualize and generate creative materials for clients across a variety of media including web, social, print, and more
- Design full brand guidelines and multi-platform campaigns to help build clients' businesses
- Assist on projects creatively as needed

## **Photographer**

- Analyze and decide how to compose a subject
- Use various photographic techniques and equipment
- Capture subjects in commercial-quality photographs
- Enhance the subject's appearance with natural or artificial light
- Use photo-enhancing software like Photoshop, Lightroom, (and any others) to retouch images
- Scout and choose locations to complement subject

## **Videographer**

- Bring client video needs to life from concept to final product
- Write, produce, direct, shoot and edit all videos in a timely manner while also meeting all creative requests
- Implement creative control in scouting locations and interviewing subjects
- Create informational and promotional videos to raise awareness of Orange Umbrella

## **Social Media Strategist**

- Conceptualize new and innovative content ideas
- Generate strategically-sound social media campaigns to expand follower base, increase engagement, and heighten social visibility
- Use high-level social analytics to determine frequency and types of posts, hashtags to use, and themes to pursue
- Refine posting strategies based on post performance and platform insights



# CREATIVE

## **Social Media Content Creator**

- Design graphics and generate photo content based on social media posting strategies across all platforms
- Use Adobe Photoshop and Illustrator to create and edit content
- Write captions for posts and reply to comments across all platforms
- Adhere to and apply Orange Umbrella's social media brand standards

## **Web Developer**

- Design, code, and modify websites, specifically focusing on layout and function
- Collaborate with creative and UX/UI designers to bring web designs to life through a variety of platforms
- Work directly with clients to implement their visions and make changes as necessary
- Knowledge of responsive design, Webflow, Squarespace, Wix, HTML, and basic CSS is required

## **UX/UI Designer**

- Help to design wireframes, mockups and final web designs across all desktop, mobile and tablet devices for clients
- Illustrate ideas using storyboards, process flows, and sitemaps
- Contribute to Orange Umbrella's web/UX design style guide
- Work with the web team and creative designers to ensure all UI designs help to compliment the overall user experience and journey
- Knowledge of Adobe CC Suite, Webflow, and Squarespace is required



# *PUBLIC RELATIONS*

## **Public Relations Strategist**

- Write press releases and strategize on public relations needs for clients
- Develop press kit materials, client briefing books, and regional toolkits
- Create and maintain media lists
- Generate creative story angles, identify appropriate journalists/outlets and secure coverage across all media



# STRATEGY & INSIGHTS

## **Strategist**

- Collaborate with team members to write insight-driven creative briefs
- Work with fellow strategists and clients to define project objectives and provide appropriate research
- Perform competitive analysis to identify gaps in the marketplace for clients
- Develop strategic and creative strategies based on clients' objectives

## **Insights Analyst**

- Monitor and optimize campaigns to ensure delivery of KPIs and client goals
- Provide actionable insights and best practices while Identifying key takeaways to inform messaging and media choices
- Gather and synthesize a wide variety of information, including industry trends and consumer data, to proactively identify business opportunities for clients
- Create and deliver reports informing client of campaign successes and making recommendations for further optimization as needed

