



**agency position descriptions  
academic year 2024-25**

Thank you for your interest in applying to **scratch pad**!

**scratch pad** is a fully student-run advertising agency that values passion, determination, accountability, and diversity. At scratch pad., our goals are as followed:

- Be a professional place for a diverse group of students to thrive
- Create a personalized, experiential, environment
- Build mutually beneficial opportunities and networks
- Offer opportunities for gaining real-world experience.

Here at scratch pad, we are all excited to see your creative and innovative spirit come to life and excited to see what you can bring to the agency. Below is the application to apply to become an executive at scratch pad! Please select the position you would want to apply to and if you would like to apply to multiple positions, please do so! We are all very excited that you are applying to scratch pad. and are looking forward to the future! Please feel free to reach out to Tyler Esterly (contact information below) if you have any comments, questions, or concerns!

Disclaimer: NONE of these positions are paid and do not operate on a salary. We use the term "employment" to help fellow students get used to terminology and the atmosphere that they will be surrounded by during their future endeavors. Again, NONE of these positions are paid in any format! They are all strictly volunteer based and are geared towards developing students professionally!

**\*\*Applications close on Sept 23rd @ 11:59pm! Expect to hear from us by the next week!\*\***

**Contact Info:**

Joy Mulzoff  
President

Email: [scratchpadjmu@gmail.com](mailto:scratchpadjmu@gmail.com)

Phone: 908-444-2193

## Director of Marketing Research & Strategy

### Position Description

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As the Director of Marketing Research and Strategy of scratch pad, you are responsible for:

- Overseeing and leading strategy for NSAC and is consulted when necessary for local projects and other scratch pad. projects when necessary
- Consulting with the VP and President
- Delegating research and strategies with Researchers, Strategists, and Analysts

### Position Qualifications

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As the Director of Marketing Research and Strategy of scratch pad, you must be/have:

- Capable of presenting a portfolio of work
- Knowledge of how to effectively research and store information
- Previous experience of working with a team and leading a team

## Director of Content and Digital Marketing

### Position Description

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As the Director of Content and Digital Marketing of scratch pad, you are responsible for:

- Overseeing and leading website development for local projects and other scratch pad. projects when necessary
- Consulting with the VP and President
- Delegating design and creative copy to the creative director when necessary.
- Overseeing social media campaigns and other projects regarding social media with the Social Media Directors.

### Position Qualifications

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As the Director of Content and Digital Marketing of scratch pad, you must be/have:

- Capable of presenting a portfolio of work
- Knowledge of how to effectively build a website, and work backend (SEO, paid search, Social Media)
- Previous experience of working with a team and leading a team

## Director of Accounts

### Position Description

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As the Director of Accounts of scratch pad, you are responsible for:

- Overseeing the timeline of the plansbook according to AAF regulations and deadlines.
- Communicating with President and Vice-President about overarching goals of team
- Assigning tasks where necessary
- Overseeing the finances and validating transactions

### Position Qualifications

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As the Director of Accounts of scratch pad, you must be/have:

- Strong organization and time management skills
- Some financial knowledge relating to fundraising and account management

## Creative Director

### Position Description

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As the Creative Director of scratch pad, you are responsible for:

- Working directly with the rest of the organization on planning the creative concept for the book.
- Working with the creative team to develop the plansbook for the NSAC competition
- Responsible for keeping designers and photographers on task and on schedule
- Coordinate with project directors to create art for projects/events
- Overseeing all of the copywriting of the campaign plansbook
- Overseeing all other projects going on for scratch pad. promotion and advertising and local projects
- Delegating some work to copywriters and edit where is fit

### Position Qualifications

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As the Creative Director of scratch pad, you must be/have:

- General knowledge including, but not limited to graphic design
- Capable of presenting a portfolio of work
- An adequate knowledge of Adobe Suite
- Taken SMAD 252 or some related SCOM or WRTC course is required
- An adaptable writing style that can be geared towards different writing styles and tones
- A portfolio of writing to present and discuss if needed



## Videographer

### Position Description

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As the Videographer of scratch pad, you are responsible for:

- Working directly with the Art Director, Copy Director, and VP of Creative Development
- Creating video and digital content for campaign plansbook and overseeing content creation for local projects as well as other projects specifically for scratch pad.

### Position Qualifications

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As the Videographer of scratch pad, you must be/have:

- Should be capable of using Final Cut Pro, Adobe Premiere, and/or iMovie, as well as video equipment
- Should have a portfolio of projects worked on using the above software's



## Social Media Director

### Position Description

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As the Social Media Director of scratch pad, you are responsible for:

- Managing all social media accounts including, but not limited to: Instagram
- Encouraging the expansion to multiple platforms
- Creating a content calendar and posting regularly and in engaging, professional ways
- Engaging with followers and promote scratch pad.

### Position Qualifications

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As the Social Media Director of scratch pad, you must be/have:

- Strong organization and time management skills
- Adequate knowledge of social media posting and scheduling
- Adequate knowledge of post development software (Adobe, Canva...)

## **Graphic Designer**

### **Position Description**

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As the Graphic Designer of scratch pad, you are responsible for:

- Supporting the Art Director with assigned design work
- Adapt to new ideas and designs in a timely manner
- Being creative and innovative to bring uniqueness to projects and events

### **Position Qualifications**

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As the Graphic Designer of scratch pad, you must be/have:

- An adequate knowledge of Adobe Suite

## **Photographer**

### **Position Description**

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As the Photographer of scratch pad, you are responsible for:

- Supporting the Art Director with assigned design work
- Adapt to new ideas in a timely manner
- Being creative and innovative to bring uniqueness to projects and events
- Member Portraits/Headshots

### **Position Qualifications**

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As the Photographer of scratch pad, you must be/have:

- General knowledge of basic art principles, photography, and photo editing

## **Copywriter**

### **Position Description**

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As the Copywriter of scratch pad, you are responsible for:

- Working directly with the Copy Director
- Completing writing assignments delegated by the Copy Director

### **Position Qualifications**

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As the Copywriter of scratch pad, you must be/have:

- Taken SMAD 252/242 or some related SCOM or WRTC course is required
- An adaptable writing style that can be geared towards different writing styles and tones
- A portfolio of writing to present and discuss if needed

## **Marketing Strategist**

### **Position Description**

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As the Strategist of scratch pad, you are responsible for:

- Strategizing for NSAC and is consulted when necessary for local projects and other scratch pad. projects when necessary
- Research and strategizes with other Strategists

### **Position Qualifications**

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As the Strategist of scratch pad, you must be/have:

- Capable of presenting a portfolio of work
- Knowledge of how to effectively research and store information
- Adequate knowledge of marketing research applications and data collection.

## **Marketing Analyst**

### **Position Description**

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As the Analyst of scratch pad, you are responsible for:

- Analyzing for NSAC and is consulted when necessary for local projects and other scratch pad. projects when necessary
- Research and strategizes with other Strategists
- Collects and examines data to form copy and details for plansbook

### **Position Qualifications**

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As the Analyst of scratch pad, you must be/have:

- Capable of presenting a portfolio of work
- Knowledge of how to effectively research and store information
- Adequate knowledge of marketing research applications and data collection.

## Marketing Researcher

### Position Description

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As the Researcher of scratch pad, you are responsible for:

- Conducting all research with the assistance of other researchers
- Seeking out information that can be helpful for NSAC and other projects

### Position Qualifications

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As the Researcher of scratch pad, you must be/have:

- Capable of presenting a portfolio of work
- Knowledge of how to effectively research and store information
- Adequate knowledge of marketing research applications and data collection.

## Agency Scribbler

### Position Description

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Now for a second year, introducing the Agency scribblers!

“Scribblers” is a term that comes from scratch pad’s origin. scratch pad is derived directly from the special collections in JMU’s library. “The Scratch Pad” was a student creative writing publication at the state teacher’s college of Harrisonburg, VA. The only record on file is from 1931. Their tagline, “published now and again...” inspired us to revive their legacy—to be the new again. Scribblers were students who had a passion for creativity beyond the classroom. To be an Agency Scribbler means to assume this archival role of a creative enthusiast.

Research, strategy, graphic design, video, and SO much more...advertising agencies have so many moving parts. Being an Agency Scribbler gives you the choice to find your groove in the advertising industry. Have a passion for strategy? You will work closely with other strategy executives. Is graphic design more your thing? You’ll collaborate with our graphic designers and creative team! This position allows you to utilize your strengths and have the opportunity to grow within scratch pad leadership.

This position will attend weekly exec meetings, be allowed access to the shared Google drive, and be added to the scratch pad GroupMe along with other execs. Agency Scribblers are just as responsible as other executive members to attend meetings and complete any task at hand in a timely manner.

### Position Qualifications

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Qualifications for this position include having the curiosity to explore different paths of Marketing and a creative imagination!

