



**Experience the firm. Apply today.**

**JOB INFORMATION PACKET FOR**

**MEEMAN**901  
**STRATEGIES**

**Now accepting  
applications for  
Fall 2016  
Deadline 3/28**

# Who are we?

Meeman 901 Strategies is the student-run strategic communication firm of the University of Memphis. Since its founding in spring 2014, Meeman 901 has served non-profits, start-ups and corporations throughout the Memphis community. Past clients have included Mid-South Heart Association, C.H. Nash Museum at Chucalissa, The Crews Center for Entrepreneurship, MLGW, Healthy Shelby, FrontDesk Connect and Inner L.I.G.H.T. We also strive to service the community with volunteer work. In spring 2015 Meeman 901 donated 90 hours worth of volunteer services to the community businesses.

# What We Do

Advertising

Marketing

Social Media

Event Planning

Media Relations

Strategy

Graphic Design

Public Relations

WordPress

# Our Mission

**We are the doers.** Meeman 901 is a strategic communication firm that blends work in public relations, advertising, and creative mass media to help clients reach their goals. All students in the Department of Journalism and Strategic Media, regardless of concentration, are welcome to be a part of the firm and to participate in firm projects, as the skills learned through Meeman 901 work is applicable to all concentrations within strategic communication.

# Fall 2016 Positions

## Assistant Firm Director

The position will serve as the assistant to the Firm Director and Faculty Adviser. The position is responsible for ensuring smooth communication between firm and clients. The position will attend all outside business meetings with the Firm Director.

## Social Media Manager

The position is responsible for maintaining and producing content for client social media accounts. The position will develop a proposal of social media and develop a metric system for measuring success.

## Copy Editor

The position is responsible for editing all copy that is produced by the firm for print and website collaterals. They will be responsible for maintaining deadlines and offering feedback to other firm associates.

## Graphic Designer

The position is responsible for producing print and website collaterals for clients including: brochures, ads, logos, banners and flyers. The position must have a working knowledge of InDesign, Illustrator and Photoshop and be able to manage and maintain deadlines.

## Account Lead

The position is responsible for overseeing and maintaining projects and communication for an assigned client. They will be responsible for working with the firm team to delegate projects and achieve deadlines. Must have previous internship experience to be assigned this position.

## Account Associate

The position is responsible for accomplishing assigned tasks for various clients within an assigned time-frame. Projects may include: volunteer coordination, event management, copywriting, strategy, social media creation , etc.

\* All positions will report directly to the Firm Director and are responsible for maintaining assigned deadlines. There may be multiple positions for a specific job. All firm members are responsible for working collectively with the team in order to maintain client deadlines, even if the task is outside of the team member's job scope.

# Frequently Asked Questions

## Can I take Meeman 901 Strategies for course credit?

Meeman 901 Strategies is part of the student media practicum. Each semester students can apply to work for the firm and gain a permit to be accepted into the course. Taking Meeman 901 as a course will take the place of the internship requirement for undergraduate students. For more information speak with your faculty adviser.

## Does Meeman 901 Strategies accept volunteers?

Yes! If you are unable to take Meeman 901 Strategies for course credit, you can still volunteer. Volunteers can assist with events and other firm projects as given by the firm director. Volunteer hours may be used to earn membership into University of Memphis Department of Journalism and Strategic Communications student societies.

## What are the prerequisites for joining Meeman 901 Strategies?

Students can volunteer with Meeman 901 after they have taken JOUR 2121. To apply for a position within the firm students must have taken JOUR 2121 and at least one of the following: JOUR 3300, JOUR 3324, JOUR 3400, JOUR 3421 or JOUR 3900.

## I don't have internship experience. Can I still join?

Students are welcomed to join Meeman 901 without any prior internship experience. The goal of Meeman 901 is to offer journalism students the opportunity to gain the experience of an internship through working with community clients, maintaining deadlines and managing various projects.

## How many hours a week can I expect to spend on firm work?

Students who take Meeman 901 for student media practicum credit are required to meet twice a week for a total of 4 hours, and to complete an additional 60 hours of client work, meetings, or event management over the course of the semester, for a total of 120 hours. The 60 hours of non class time will be determined by that semester's projects and their unique deadlines. Students who volunteer for Meeman 901 can work as their schedule allows.

## Do I have to be a public relations student to join Meeman 901 Strategies?

No. Meeman 901 Strategies is open to any student in the Department of Journalism and Strategic Communications. Students from all concentrations and majors are invited to participate in firm projects.

# MEEMAN901

## STRATEGIES

### Join Today!

Provide the following documents to the internship coordinator or the current firm director by the designated deadline.

- Résumé
- Link to your personal portfolio
- Writing sample
- 500 word statement of purpose explaining why you want to join the firm

Contact Meeman 901 Strategies for more information.

[meeman901strategies.com](http://meeman901strategies.com)



Firm Director  
Kate Friedel  
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Connect With Us



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