

Scout Roles Fall 2020

👋 Hey there, we're Scout! We're a student-run design studio that aims to foster the design community at Northeastern University. We're now accepting student applications to join the following teams:

- **Studio:** Work on real client work alongside student designers + developers who are excited about learning on the job and doing things for the first time. We work on branding, packaging, UI/UX design, web development, and application development and are always looking to work on something new.
- **Marketing + Events:** Promote and advocate for the design community through hosting a biweekly speaker and interactive workshop series. We're looking for candidates that love to curate a 🔥 instagram feed, write the next-big-hit on Medium, or photograph events.
- **Labs:** Work with the City of Boston [Mayor's Office of New Urban Mechanics](#) on a civic research and design project, implementing a human-centered design process to prototype interdisciplinary solutions for our city. We're seeking designers, developers, and creative thinkers from all backgrounds and fields of study.
- **Conference:** We've built two [design conferences](#) (and a webisode series!). Want to help us make the next? We're looking for designers, developers, and doers to work in branding, web, and logistics positions.
- **Production:** Conceptualize and create original multimedia content with a team of visual storytellers. We're looking for all kinds of creators with skills in videography, editing, motion graphics, script writing, content creation, and production management. Bring any other clever creative tricks you've got up your sleeves, and let's bring it to life on screens! We're a new team exploring new creative paths in Scout— join us and work on video projects, product photo shoots, podcasts, and more fun stuff.
- **Management:** Scout is unique in that we are entirely student-run, yet we operate very similarly to a real-world design business. Our management team is the driving force behind Scout, setting the vision and daily direction of the studio in order to successfully guide their teams. As a student-led program focused on educating our members, Scout presents the opportunity to learn by trying, failing, and eventually succeeding, all in a tight-knit community where work ethic and curiosity are highly valued.

Scout Studio

Roles and Responsibilities

Project Lead

In addition to the responsibilities of a designer or developer, Project Leads have the following responsibilities:

- Help the management team select projects
- Define project scope, timeline, and performance metrics in the form of a project proposal
- Act as the main point of contact for the client, and coordinate and lead regularly-scheduled meetings with your team, your client, and Scout's Design and Tech Directors and faculty advisor
- Help your team achieve their learning objectives, and foster a team culture that values open communication, constructive criticism, and having fun!
- Organize and deliver all assets and deliverables outlined in the project proposal to the client at the end of the engagement

Designer / Developer

- Design/develop project deliverables at the direction of the Project Lead and according to the project proposal
- Communicate and share regular progress updates in person and via project management software tools
- Critique team members' work respectfully and frequently

**Applicants must be enrolled in classes and able to commit 10 hrs/wk while serving as a member of Scout Studio.*

Scout Marketing + Events

Roles and Responsibilities

Copywriter

Roles and Responsibilities

The Copywriter will be responsible for sourcing interesting and relevant blog posts from key people in the Scout and design community, as well as assisting in the writing and editing of said posts. They will work to advance the visibility and engagement with Scout's blog by working with the Marketing Director to grow the email list, as well as drafting and sending PR pitches to Boston news sources and publications. Additionally, the Copywriter will own the Weekly Dose of Design, including sourcing and writing content, formatting, and sending to the email list on a weekly basis.

You are

Interested in the impact of design within the design community, as well as its implications across all disciplines and know how to seek out compelling people and stories. You have experience writing and/or editing, whether that be professionally or personally. You are creative, self-driven, and detail-oriented.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Experience with Medium and MailChimp are preferred, but not necessary. Strong written and communications skills are required.

Events Coordinator

Roles and Responsibilities

The Events Coordinator owns all Scout events (except conference), including sourcing and reaching out to speakers, communicating event content and logistics to speakers, and organizing event logistics (ordering posters, booking rooms, ordering food, etc.). This role will measure, collect, and document feedback and event analytics for each event and be expected to use that to make improvements to the content and processes.

You are

Dedicated to opening the design community to all disciplines through engaging and relevant speakers and topics. You thrive on making sure everything goes according to plan, but are also flexible and adaptable. You are incredibly organized and a proactive communicator.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. At least 1 co-op, especially in event planning or communications, is greatly preferred but not necessary. Strong organizational and communication skills a must.

Photographer/Videographer

Roles and Responsibilities

The photographer/videographer will own all the visual documentation and photo/video branding of what goes on in Scout for the semester, including photographing all events, generating ideas for ways to use video to continue the brand and highlight events and promotions, and documenting the accomplishments of individual teams throughout the semester. The photographer/videographer will communicate with the Marketing Director and Social Media Manager to create compelling content for all social media platforms and other promotions.

You are

Passionate about visual arts and always looking for new and exciting ways to film and create. You know how to add your personal style while also ensuring collateral is on-brand with Scout and flows well with past visual content. You are reliable and relentless in pursuit for top-quality creation.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Experience with photography and videography (both filming and editing) is a must. Portfolio required.

Social Media Manager

Roles and Responsibilities

The Social Media Manager is the main written content creator for the Marketing + Events team, and owner of digital communications via Facebook, Twitter, Instagram and LinkedIn. This role will create and source written content, as well as work with the Collateral Designer and Photographer to create visual content to promote Club Scout, events, recruitment, and display the work of different teams across Scout. The Social Media Manager will work with the Marketing Director to examine social media analytics and develop strategies based on findings. Additionally, the Social Media Manager will work with the Marketing Director and Blog Manager to reach out to key persons and organizations in the design community and beyond to promote and expand the reach of Scout.

You are

Willing to become intimately familiar with the Scout voice and visual brand. You have an eye for design and brand cohesiveness across all social media forums. You know how to analyze data and turn it into real strategies to increase engagement. You are proactive, collaborative, and organized.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Previous experience with marketing, social media, or communications are preferred, but not required. Strong written and verbal communications skills are a must.

Collateral Designer

Roles and Responsibilities

The Scout Collateral Designer is responsible for creating posters and other print materials to promote Scout and events organized by the studio. The Scout Collateral Designer is also in charge of the production of digital content for Scout's website, blog posts, and social media. This position plays a crucial role in engaging the broader Northeastern community and expanding the Scout community. You will collaborate with the Scout Design Director for art direction and design critique.

You are

Self motivated and interested in translating concepts of speakers, workshops, and events into visuals. You understand the Scout brand but are interested in exploring and expanding our visual language.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Experience with print design is a must, and interest in digital design preferred. Portfolio required.

**Applicants must be enrolled in classes and able to commit 10 hrs/wk while serving as a member of Scout Marketing + Events.*

Scout Labs

Roles and Responsibilities

Strategist

- Work with the City of Boston [Mayor's Office of New Urban Mechanics](#) on a civic research and design project, using a human-centered design process to develop creative solutions for our project focus
- Conduct qualitative research on the project focus through observing, surveying, and interviewing relevant stakeholders, including community members and subject matter experts
- Conduct literature review of existing research surrounding the project focus to develop a deep understanding of the subject matter
- Develop partnerships with university students, alumni, faculty, and staff with working knowledge of the project focus
- Collaboratively ideate, design, and test potential solutions to the project focus
- Implement and measure the performance of the proposed solution
- Work across interdisciplinary facets of design, development, and strategy with an openness to learning new skills and sharing your own expertise

**Applicants must be enrolled in classes and able to commit 10 hrs/wk while serving as a member of Scout Labs.*

Scout Conference

Roles and Responsibilities

Designer

Role and Responsibilities

The conference team's designer(s) will build the conference's brand from the ground up. Along with a flexible brand and design system, you're responsible for working with the Conference Director and Marketing Lead to define and deliver all designed assets for the conference, including but not limited to: the website (desktop/mobile), wayfinding, print collateral (advertising and day-of), and attendee take home collateral (t-shirts, notebooks, stickers, etc.)

You are

Immersed in the design community at Northeastern and in the greater Boston area, and have an eye on the pulse of design trends and thought leaders. You have a strong portfolio with experience building systems and brands, and do your best work on a team. You're willing to jump on any projects that need your help, but also willing to learn each and every day.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Print design experience is a must, and web design experience is greatly preferred. Must submit a portfolio to be considered (portfolio website, Behance, Google Slides, etc all count!)

Developer

Role and Responsibilities

The conference team's developer(s) will work closely with the Conference Director and designers to build the conference's outward-facing website. You're responsible for implementing designs to build a clean and easy to maintain site that is fully responsive on all devices.

You are

Passionate about the way that design and development work hand in hand, and value designers as integral members of your team. You're highly motivated, think iteratively, and pride yourself in writing clean code. As a developer, you still consider yourself an active member of the design community both at Northeastern and at large, and have a strong portfolio to show for it.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Co-op experience is preferred. Working design knowledge or experience is a plus. Must submit a development portfolio to be considered.

Marketing Lead

Role and Responsibilities

The conference team's marketing lead will work closely with the Conference Director and Logistics Coordinator to develop and execute on a marketing plan for Scout's 2019 conference. The conference marketing efforts touch ticketing, advertising, social media, content creation, and outreach to current students at all Boston area colleges, CAMD and Scout alumni, and design professionals in the greater Boston area.

You are

Passionate about the design and technology community both at Northeastern and in the greater Boston area, and especially about making design accessible to all disciplines. You're self-driven, well-organized, and have experience building and executing on a marketing campaign.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. At least 1 co-op is greatly preferred but not necessary. Strong verbal and written communication skills are a must.

Design Lead

Role and Responsibilities

The conference team's design lead will work closely with the Conference Director and Marketing Lead to create a new brand and the collateral that comes with it for the year's conference. The conference design work includes physical collateral, like posters, booklets, and wayfinding signs, as well as marketing graphics and everything in-between! The Design Lead should be passionate about bringing physical experiences to life with an eye for design.

You are

Passionate about the design and technology community both at Northeastern and in the greater Boston area, and especially about making innovative new designs that push the meaning of a Conference. You're self-driven, well-organized, and have experience creating a brand from scratch.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. At least 1 co-op is greatly preferred but not necessary. Strong verbal and written communication skills are a must.

Logistics Coordinator

Role and Responsibilities

The conference team's logistics coordinator will work closely with the Conference Director to source speakers, assist with execution of the marketing plan, and research and coordinate day-of logistics such as venue, catering, and ticketing.

You are

Most importantly self-driven, willing to get your hands dirty, and a team player. You pride yourself in being highly-organized with great attention to detail and you communicate openly and often. Additionally, you're passionate about the design and technology community both at Northeastern and in the greater Boston area, especially about the role you play in it as a current student and soon-to-be professional.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. At least 1 co-op and prior event-planning experience are greatly preferred but not necessary. Strong verbal and written communication skills are a must.

**Applicants must be enrolled in classes and able to commit 10 hrs/wk while serving as a member of the Scout Conference team.*

Scout Production

Roles and Responsibilities

Creative Producer

Roles and Responsibilities

The Creative Producer is responsible for coordinating production efforts in preparation for team projects and shoots. This includes planning in areas such as shoot locations, props, and talent outreach/communication. They will serve as a project manager, owning documentation for projects (such as schedules and project outlines) and support team workflows with feedback, communication, and task management. The Creative Producer will work closely with the Production Director to ensure production is running smoothly from ideation to final product, and the content produced meets Scout's standards of quality and creativity. The Creative Producer will also assist the Production Director with concept development and scriptwriting, along with brainstorming with the rest of the team.

You Are

Highly organized and interested or experienced in content production and project management. A good communicator with a strong attention to detail and ability to multitask. Passionate about producing fun and exciting digital projects. You are aware and interested in current creative and social trends, and are willing to explore and push boundaries creatively. A reliable worker, proactive thinker, and team player.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Experience in production or project management is preferred, but not necessary. Strong written and communication skills are required.

Videographer

Roles and Responsibilities

The Videographer is in charge of shooting and editing team projects, which will be a combination of still photography and motion video work. They will be responsible for setting up and operating (or overseeing operation of) shoot equipment including cameras, lighting, and sound. The videographer will work with the Production Director to create shot lists and assist in directing shoots. They will edit their work with post-production software and engage in rounds of constructive feedback with the team to create finished projects that will be posted on Scout's and sometimes client platforms. The videographer will also collaborate with the entire team to brainstorm content ideas and explore creative opportunities.

You Are

Passionate about creating visually exciting, engaging, and polished projects. Comfortable working with production equipment (cameras, microphones, light kits) and software (such as

Premiere or Final Cut Pro). Interested in exploring production work creatively and eager to collaborate with an interdisciplinary creative team. You are highly motivated, flexible, and excel in creative problem-solving and quick thinking. Willing to explore new techniques and push boundaries creatively.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Experience in videography, photography, and editing required. Experience can be from professional, personal, academic, or extracurricular work. Please provide links to any work in your application.

Motion Graphics Designer

Roles and Responsibilities

The Motion Graphics Designer is responsible for creating still & motion graphics to be featured in team projects, with an understanding of Scout or client branding. They'll contribute to concept development with a focus on graphic work that they can incorporate to elevate multimedia projects. The Motion Graphics Designer will create and edit their work with design software, seeing through their work from initial storyboards to final animation. They'll engage in rounds of constructive feedback with the team to produce finished projects that will be posted on Scout or client platforms. They will also collaborate with the entire team to brainstorm content ideas and explore creative opportunities.

You Are

Self motivated and interested in exploring different ways to present visuals for the Scout brand and our clients. You have a strong eye for design and are aware of and interested in industry trends. Willing and eager to explore new techniques and to collaborate with the rest of the team to push boundaries creatively.

Qualifications

Any Northeastern undergrad enrolled in classes for the Fall semester may apply. Experience in After Effects or a similar program is required. Portfolio required. Interest or experience with animation is a plus!

Scout Management

Roles and Responsibilities

Conference Director

Roles and Responsibilities

Scout's Conference Director assembles and leads a team to execute upon the overall vision and strategy for Scout's annual student-led design conference held each Spring. As Scout's most outward facing and far-reaching event, the annual conference serves as a strategic event that forges new connections for Scout as an organization, creates publicity for Scout and Northeastern, promotes the validity of student-led programs, and serves as a rallying point for Scout's alumni and supporters to stay involved with Scout. Scout's Conference Director is focused on building a foundation for the conference to occur year after year.

Scout's Conference Director is responsible for leading overall vision for the annual Interventions conference as well as establishing a foundation for the conference to continue to take place year after year. This includes working to build relationships with sponsors, speakers, and departments and faculty within Northeastern as well as innovating on the experience of attending Interventions.

Scout's Conference Director works closely with the team's Conference Lead and Logistics Coordinator to delegate and execute on tasks required to put the conference on. Together, the director focuses on future vision, while the lead and logistics coordinator focus on current and immediate term respectively. Additionally, the Conference Director steps in to delegate on any and every task that may be needed to ensure that the conference runs smoothly.

You are

Scout's Conference Director is a self-driven, well-organized, and detail-oriented individual with an excitement and passion for event planning and execution. This person is level-headed, rolls with the punches, and communicates openly and consistently. While adept at both team leadership and task delegation, this person is not afraid to roll up their sleeves and work alongside their team. Lastly, Scout's Conference Director appreciates design and is passionate about student-led organizations.

Qualifications

Any active undergraduate student at Northeastern University may apply to be Scout's Conference Director. Students must be able to commit a full academic year to the role. Students with strong written communication skills, at least one co-op, and experience in event planning are preferred.

Commitment

20hrs/wk

Marketing + Events Director

Roles and Responsibilities

Scout's Marketing + Events Director thoughtfully develops and leads Scout's marketing strategy in tandem with developing the vision that will guide Scout's biweekly speaker series. This person leads Scout's Marketing and Events Team to strategically communicate Scout's programs to the

Northeastern University community as well as the larger Boston professional design community. Working in close collaboration with Scout's management team, this person pursues partnerships with marketing organizations in and outside of Northeastern, and ensures clear, consistent, and comprehensive messaging across all marketing channels.

Scout's Marketing + Events Director's main task is to lead the Marketing and Events Team to execute on Scout's comprehensive marketing plan. This includes marketing campaigns for Scout's biweekly speaker events, Club Scout, the annual Scout Conference, Scout's recruitment cycles, MOSAIC event collaborations, and ad-hoc marketing for various design-related events. Other responsibilities include developing the overarching speaker series event theme, managing communications with relevant marketing and public relations organizations both within and outside of Northeastern, and supporting the other members of the Marketing and Events Team. Lastly, Scout's Marketing + Events Director serves as the point person for internal events such as workshops and field trips.

You are

Scout's Marketing + Events Director is a self-starter with an entrepreneurial spirit and passion for design. This person understands the value of design thinking across disciplines and enjoys working collaboratively as a member of an interdisciplinary team. Though this person is unafraid to experiment, this person also advocates for data-driven decision-making and impact measurement. Scout's Marketing + Events Director can balance long-term and short-term priorities in a fast-paced working environment, is unafraid to reach out to the design community and Scout's partners to achieve Scout's marketing goals, and is a fun-loving and energetic human who exudes excitement for their work and understands how to build long-term

Qualifications

Any active undergraduate student at Northeastern University may apply to be Scout's Marketing + Events Director. Students with at least one co-op and experience working in management, design, and/or logistical planning are preferred. Students who can commit for a full academic year are preferred.

Commitment

20hrs/wk

