
Auburn University Job Description

Job Title: **Mgr, University Creative Svcs**

Job Family: No Family

Job Code: **OC44**

Grade 35: \$51,900 - \$86,400

FLSA status: Exempt

Job Summary

Responsible for managing graphic designers who create and produce visual solutions for use in marketing and communication materials for print, web, digital and other mediums to ensure the highest quality and consistent branding for the University. Establishes, enforces, and maintains the University's graphic identity standards.

Essential Functions

1. Oversees the planning, scheduling and implementation of graphic design projects. Provides creative direction to graphic designers within OCM and occasionally provides creative direction to designers in other units on campus. Provides overall creative input on OCM initiatives. Reviews design comps and proofs. Establishes University branding specifications to ensure work meets graphic standards.
2. Produces graphic design solutions for a variety of communication and marketing projects ensuring consistent branding for the University. Develops creative ideas for various print, digital, web, and other communications projects. Consults with clients regarding project needs, concepts, design, budget, schedule, and production.
3. Sets and communicates design standards to ensure consistent use by those who produce creative materials on behalf of the University.
4. Communicates with creative team, account team, clients, vendors, co-workers, and campus leaders concerning creative issues to include providing presentations of creative work.
5. Provides customer service support to include design solutions, ensuring deadlines are met, and accuracy of deliverables.

Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Graphic Design.
Experience (yrs.)	5	Experience producing visual solutions for clients. At least one year experience providing creative direction for other designers. Experience in corporate identity systems. At least one year experience leading or mentoring full-time employees.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of graphic design fundamentals, marketing strategies, and visual communication principles. Knowledge of graphic design computer software, in particular Adobe Creative Suite programs.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, talking, hearing, handling objects with hands, and lifting up to 10 pounds.

Job occasionally requires standing, walking, reaching, stooping/kneeling/crouching/crawling, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 8/17/2017
