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## Auburn University Job Description

Job Title: **Creative Director**

Job Family: No Family

Job Code: **OC45**

Grade MC14 \$88,600 - \$159,500

FLSA status: Exempt

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### Job Summary

Reporting to the Assistant Vice President, Communications & Marketing, the Creative Director provides strategic creative leadership and vision to produce superior content that powerfully tells the Auburn brand story through both digital and print channels.

### Essential Functions

1. Responsible for developing strategic creative direction, along with a plan for execution and evaluation, for visual projects across platforms including, but not limited to, ads, graphics, photos, videos, publications, and online. Such projects have university-wide application, including student and faculty recruitment, as well as research, outreach, and reputational campaigns.
2. Builds, leads, and develops a creative team of professionals (graphic designers, copywriters, and project managers) by presenting creative vision and a compelling narrative to inspire and guide staff and leadership university-wide. May hire and oversee contracted vendors, as appropriate. Oversees and approves specifications for bids and cost estimates.
3. Produces graphic design solutions for a variety of communication and marketing projects. Develops ideas for illustrating materials and publications including the selection, integration and manipulation of photos as well as the artist's illustrations.
4. Oversees project planning, scheduling and implementation. Reviews design drafts and ensures alignment with university brand specifications.
5. Works within budget parameters to create and maintain an excellent standard for all branded creative projects.
6. Collaborates with university's digital team to ensure a consistent experience in social media, on the university's website, and with the broadcast team to ensure the same in video.
7. Collaborates with the news team to make news pitches more creative and to develop content for other projects.
8. Performs other related duties as assigned by the Asst. Vice President, Communications & Marketing.

### Supervisory Responsibility

Supervises others with full supervisory responsibility.

*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>
<b>Education</b>	Four-year college degree	Degree in Graphic Design, Marketing, or related field
<b>Experience (yrs.)</b>	8	8+ years of creative design or marketing experience with demonstrated talent for creative concept development and execution. 3+ years' experience guiding and directing the work of other creative staff.

#### **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 software.

Ability to work well with a broad range of clients in order to identify and meet specific audience and client requirements. Ability to develop and execute strategic marketing plans. Ability to develop custom campaigns for specific university audiences. Ability to manage budgets and timelines effectively for both scheduled projects and urgent requests. Ability to quickly pivot as strategic direction changes. Willingness to accept feedback and criticism.

Strong interpersonal skills and desire to work effectively with campus clients and other designers. Excellent creative thinking skills; adaptability to new technology or communication avenues.

#### **Certification or Licensure Requirements**

None required.

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### Physical Requirements/ADA

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

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, reaching, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 10 pounds.

Date: 10/7/2019

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