



**JOB INFORMATION**

Job Code	OC45
Job Description Title	Creative Director
Pay Grade	MC14
Range Minimum	\$91,900
33rd %	\$116,410
Range Midpoint	\$128,660
67th %	\$140,920
Range Maximum	\$165,430
Exemption Status	Exempt
Approved Date:	5/20/2021 4:27:40 PM
Legacy Date Last Edited	10/7/2019

**JOB FAMILY AND FUNCTION**

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Marketing

**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.

**RESPONSIBILITIES**

- 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.
- 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.
- 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.
- Oversees project planning, scheduling and implementation. Reviews design drafts submitted by campus designers and ensures alignment with university brand specifications.
- Works within budget parameters to create and maintain an excellent standard for all branded creative projects.
- 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.
- Collaborates with the news team to make news pitches more creative and to develop content for other projects.
- Performs other related duties as assigned by the Asst. Vice President, Communications & Marketing.

**SUPERVISORY RESPONSIBILITIES**

Supervisory Responsibility	Supervises others with full supervisory responsibility.
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**MINIMUM QUALIFICATIONS**

**To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum**

requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

### MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education	And	Years of Experience	Focus of Experience
Bachelor's Degree	Degree in Graphic Design, Marketing, or related field		8 years of	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.

### MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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.

### MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired
None Required.			

### PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other
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### PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching					X	
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

## WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

### **Vision Requirements:**

Ability to see information in print and/or electronically.