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| TITLE: <u>Creative Design Lead</u>        | SALARY TABLE: <u>AP</u> | CLASS CODE: <u>PE379</u> |
| UNION: <u>P&amp;A – Local 1979, U.A.W</u> | SALARY GRADE: <u>13</u> | EEO CODE: <u>5</u>       |
|   | FLSA: <u>Exempt</u>     | E-CLASS: <u>PE</u>       |

**POSITION PURPOSE**

Leads the creative development of major university brands, from ideation to evolution, across the university community. Plan, develop and create a variety of high profile complex graphic design materials for print and web mediums to support marketing, promotional and informational services for the University. Provide consultation and oversight to campus designers and communicators.

**ESSENTIAL JOB FUNCTIONS**

- Work collaboratively with schools, colleges and divisions and within areas of marketing, digital media, web development, print production and licensing to ensure the alignment of the University’s brand and creative strategy. Identify the need for, and develop the creative plan for, strategic visual communications; direct multi-platform creative processes; support marketing and communication professionals across the university to ensure the alignment of strategic marketing goals; integrate visual and content resources across multiple platforms, and evolve the university creative expression as technologies continue to advance.
- Plan, develop, create and produce high profile well branded original graphic designs, illustrations and layouts for print and web mediums. Interface with clients and conceptualize best design concepts and solutions which support the strategic mission and vision of the University. Prepare project timelines in accordance with established standards; develop cost estimates and monitor related budgets.
- Consult with University officials and other clients assessing publication design proposals and recommending industry best practice methods and techniques to meet client needs. Prepare and conduct presentations to University clients providing specialized design guidance in the area of format, style, graphic elements, content, identity system usage and software capabilities to ensure design strategy captures targeted audience.
- Identify and develop new clients and assist in developing long-term strategies; work with clients from concept design to final product stages; research industry trends and maintain proficiency in current graphic design and web software technologies.
- Participate in high profile university-wide initiatives or critical special projects requiring the recommendation of alternative approaches and the utilization of emerging technologies. Serve as a seasoned resource anticipating and responding to changing client needs; provide autonomy in design direction and maintain consistency with University design, identity and branding standards.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

- Assist in developing marketing and publication strategies and/or assessing department production procedures. Research trends in higher education publication design of print and web mediums to identify industry best practices. Monitor industry standards, pricing, software technologies and materials; contact outside vendors to obtain service and price quotes.
- Perform related work as assigned.

### **ADDITIONAL COMMENTS**

This classification is generally assigned to the central Marketing and Communications division and is a leadership position reporting to and receiving work direction from a management level position. This classification is the lead creative role for the university. It provides expertise in design methodology, an understanding of marketing and brand strategy, technical expertise of the complexity of current technologies, leadership in establishing and implementing standards and guidelines, all executed with a collaborative approach and a willingness to train and educate others.

### **MINIMUM QUALIFICATIONS**

- Bachelor's of Science degree from an accredited college or university with major coursework in graphic design, fine art, commercial art or another relevant field or an equivalent combination of education and/or experience.
- 7-10 years graphic design experience.
- Considerable knowledge and experience with Macintosh and Windows computer systems and graphic and web software such as Quark XPress 6.0, Adobe CS Suite (Illustrator, Photoshop and InDesign) HTML, Microsoft Office and Flash applications.
- Ability to be an effective brand and communications champion and a strong visual lead. Expertise in design methodology and a comprehensive understanding of marketing and brand strategy. High proficiency in project management. Ability to create a brand strategy visually through graphic design, photography, font choices, etc.
- Ability to conceptualize and propose design strategies and develop plans that support the University's identity system. Ability to perform consistently at a high level, multitask and prioritize work assignments and meet established deadlines. Keen attention to detail. Ability to communicate effectively with others. Ability to work in a team environment. Ability to plan, produce and assemble a variety of web products. Ability to design and produce graphic materials digitally utilizing Macintosh and PC based systems. Strong oral and/or written communication skills.