Title: Director Creative Communication Services

Pay Scale Group: 20-1

Essential Function

Under general supervision from a designated administrator, directs graphic design, recruitment advertising, photography, and academic publication services of the division.

Characteristic Duties

Direct graphic design, recruitment advertising, photography, video services and academic publication services.

Manage cost recovery for graphic design, recruitment advertising, and photographic services. Monitor general funds budget for academic publication services. Recommend capital equipment purchase.

Direct creation and production of key promotional publications for the university.

Assist in planning and development of public relations initiatives. Direct implementation of public relations initiatives.

Coordinate university-wide implementation of the branding guidelines.

Develop and implement policy for branding, cost recovery, and related matters.

Serve as member on various university-wide committees (e.g., the branding committee).

Keep current on creative trends and latest technologies.

Provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).

Perform related duties based on departmental need.

Minimum Qualifications

Bachelor's degree with seven (7) years experience; -OR- Associate's degree with nine (9) years experience; -OR- eleven years experience. Degree must be in design, art, communication or related field with experience in managing creative services. Experience must include at least three (3) years supervision.