AUBURN
Human Resources

# Mgr, Creative Services-College/Division

Job Description

## JOB INFORMATION

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|---|---|
| Job Code | OB19 |
| Job Description Title | Mgr, Creative Services-College/Division |
| Pay Grade | MC10 |
| Range Minimum | $58,940 |
| 33rd % | $72,700 |
| Range Midpoint | $79,570 |
| 67th % | $86,450 |
| Range Maximum | $100,200 |
| Exemption Status | Exempt |
| Approved Date: | 1/1/1900 12:00:00 AM |
| Legacy Date Last Edited | 2/3/2023 |

## JOB FAMILY AND FUNCTION

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|---|---|
| Job Family: | Marketing, Communications, & Multimedia |
| Job Function: | Graphic Design |

## JOB SUMMARY

The Creative Service Manager organizes and manages a College or Division's creatives, prints, and digital needs. Manages the brand, creatives, and graphic design employees to ensure consistency.

## RESPONSIBILITIES

- Oversees the planning, scheduling, and implementation of graphic design projects for college or division. Supervises and provides creative direction to graphic designers and routinely provides creative direction and assistance to designers. Provides the overall creative input on the college or division initiatives.
- Reviews design comprehensives and proofs.
- Serves as the lead designer for the college or division's magazine, website, and fundraising.
- Produces graphic design solutions for a variety of communication and marketing projects ensuring consistent branding for the college/division and 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.
- Sets and communicates design standards to ensure consistent use by those who produce creative materials on behalf of the college/division and University.
- Communicates with creative team, account team, clients, vendors, co-workers, and campus leaders concerning creative issues to include providing presentations of creative work.
- Provides customer service support to include design solutions, ensuring deadlines are met, and accuracy of deliverables.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

## SUPERVISORY RESPONSIBILITIES

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|---|---|
| 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. |

## 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 to be utilized when the candidate does not meet the minimum requirements.**

## MINIMUM EDUCATION & EXPERIENCE

| Education Level | Focus of Education | | Years of Experience | Focus of Experience | |
|---|---|---|---|---|---|
| Bachelor's Degree | In Graphic Design, Industrial Design, Communication, or related fields. | and | 6 years of | Experience providing graphic design solutions for a variety of complex communication and marketing projects ensuring consistent branding for the college/division and University. At least one year experience leading or mentoring full-time employees. | |

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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|---|---|
| Thorough knowledge and understanding of digital and print graphic design production and printing processes. | |
| Knowledge of print production processes, quality control, and other techniques for maximizing the effective use of print and web materials. | |
| Thorough knowledge of appropriate software including Adobe Illustrator and Creative Suite, Photoshop, and InDesign. | |
| Knowledge of graphic design fundamentals, marketing strategies, and visual communication principles. | |

## MINIMUM LICENSES & CERTIFICATIONS

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

## PHYSICAL DEMANDS & WORKING CONDITIONS

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|---|---|
| Physical Demands Category: | Other |

## 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 and distinguish colors.