
Auburn University Job Description

Job Title: **Mgr, Creative Services Athletics**

Job Family: No Family

Job Code: **BB37**

Grade MC09 \$50,600 - \$81,000

FLSA status: Exempt

Job Summary

Responsible for creating, managing, and maintaining the brand of Auburn University Athletic Department through managing the development of creative strategy, overseeing the creation of individual sport and departmental design projects, and leading brand standards compliance.

Essential Functions

1. Manages and contributes to the development of the look, feel, and voice of the Auburn Athletics visual brand and creative strategy. Communicates creative strategy to all partners and provides appropriate tools to ensure brand cohesiveness department wide.
2. Oversees and contributes to the creation of brand-compliant design projects including, but not limited to, graphics for social media and videoboard, marketing collateral, recruiting pieces, publications, and small- and large-scale print pieces.
3. Maintains the core brand identity system (logos, colors, etc.) through brand standards education and standards compliance enforcement. Establishes and implements adjustments to identity system when needed.
4. Supervises the creative department team and daily operations, assigns project workload, monitors deadlines, and ensures timely and informative communication with partners across the Athletics Department.
5. Leads and mentors creative department team members through directing brainstorming meetings, providing clear and honest feedback, nurturing ideas, and providing creative guidance.
6. Responsible for the overall quality of work produced by the creative department. Ensures quality standards and attention to detail are upheld through regularly reviewing projects created within the department and addressing discrepancies.
7. Complies with all applicable National Collegiate Athletic Association (NCAA) and Southeastern Conference (SEC) regulations in the performance of job duties.
8. May perform other job related duties as assigned.

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.

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>
Education	Four-year college degree	Degree in Graphic Design, Art, Communications, Broadcasting, Film or Television Production, or relevant.
Experience (yrs.)	3	Experience in graphic design, messaging and branding. Experience with managing written and visual content for a variety of platforms, layout design and typography.

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 Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), new media, social media, and networking.

Certification or Licensure Requirements

None Required.

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 or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires sitting, talking, hearing, and lifting up to 10 pounds.

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 100 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 4/20/2022
