
Auburn University Job Description

Job Title: **Mrg, Creative Services-College/Division** Job Family: No Family
Job Code: **OB19** Grade MC10 \$54,800 - \$93,200
FLSA status: Exempt

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.

Essential Functions

1. 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.
2. Reviews design comprehensives and proofs.
3. Serves as the lead designer for the college or division's magazine, website, and fundraising.
4. 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.
5. Sets and communicates design standards to ensure consistent use by those who produce creative materials on behalf of the college/division and University.
6. Communicates with creative team, account team, clients, vendors, co-workers, and campus leaders concerning creative issues to include providing presentations of creative work.
7. Provides customer service support to include design solutions, ensuring deadlines are met, and accuracy of deliverables.
8. Performs other 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, Industrial Design, Communication, or related fields.
Experience (yrs.)	6	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.

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

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.

Certification or Licensure Requirements

None required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Ability to see information in print and/or electronically, distinguish colors, contrast, definition.

Date: 2/3/2023
