

JOB INFORMATION

Job Code	OB19
Job Description Title	Mgr, Creative Services-College/Division
Pay Grade	MC10
Range Minimum	\$58,080
33rd %	\$71,630
Range Midpoint	\$78,410
67th %	\$85,180
Range Maximum	\$98,740
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	2/3/2023

JOB FAMILY AND FUNCTION

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

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 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

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

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.