

**JOB INFORMATION**

Effective Date	2/1/2023
Job Code:	3240
Job Title:	Assistant Dir, Creative Services
Salary Grade/Structure:	050 - Admin-Professional
Career Level Name:	M1 - First Level Manager
FLSA Name:	Exempt
EEO Code:	10-Exec, Admin, Mgmt
Job Function:	Communications
Job Family:	Creative Design
Job Summary	The Assistant Director of Creative Services works in collaboration with the Director of Marketing and Brand Strategy to guide all creative projects and is responsible for the overall quality of work produced by the creative team. Translates marketing objectives into creative strategies and oversees management of projects from concept to completion. Leads and directs the creative staff in the production of all marketing collateral, advertising and ensures that visual communication standards are met across various media. Lead the creative team in the production of content for use on multiple digital and print platforms.

**COMPETENCIES**

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

**QUALIFICATIONS**

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	Degree in Marketing, Graphic Design, Fine Art, Arts Communication or related field.	Required	
Master's Degree	Degree in Marketing, Graphic Design, Fine Arts, Arts Communication or related field.	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Considerable	Minimum of three years of progressively responsible creative/management experience in the areas of promotion, production and/or creative services. Minimum of three years of supervisory experience.	Required	
Less than 3 yrs	Experience working in higher education marketing and communications.	Preferred	

## Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred	
-------------------------	--------------------------------	------------	--------------------	--

## Knowledge, Skills and Abilities

KSAs	Proficiency
<ul style="list-style-type: none"> <li>Knowledge in design for the web, publications development, graphic design, video production, advertising, or marketing.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Knowledge of marketing and advertising principles and a track record or fostering creativity across multiple mediums.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Knowledge of the video production process.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Skills in creative campaign development and implementation.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Skills in brand development and activation.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Skills in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Microsoft Office (Outlook, Word, Excel, PowerPoint), and After Effects, Adobe Premiere, Final Cut Pro or similar video editing software.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Demonstrated artistic vision with the ability to take projects from conception to implementation/completion and meet schedules and deadlines.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Ability to eloquently convey UHCL's branding vision and priorities to administration, faculty, staff, students and outside constituencies.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Ability to manage multiple projects and priorities.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Knowledge of brand management and stewardship with knowledge of developing and maintaining Identity standards.</li> </ul>	Proficient

## JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

## Essential Functions

Essential Function	% TIME
<ul style="list-style-type: none"> <li>Translates marketing objectives into creative strategies, guides creative projects and directs the overall quality of work produced by University Marketing and Communications (UMC).</li> </ul>	25%
<ul style="list-style-type: none"> <li>Develops design specifications for projects and conducts quality control assessments of deliverables, including press checks as necessary.</li> </ul>	25%
<ul style="list-style-type: none"> <li>Leads the day-to-day operations of the team of creative professionals.</li> </ul>	15%
<ul style="list-style-type: none"> <li>Ensures design solutions and use of logos conform to university brand standards. Communications and with campus partners to deeply align their work with the university's strategies.</li> </ul>	10%
<ul style="list-style-type: none"> <li>Work with UMC team to develop new and creative ways to translate stories and information into multimedia stories online.</li> </ul>	10%
<ul style="list-style-type: none"> <li>Develop image assets, templates and design systems that have lasting impact on the improvement of product quality and team productivity.</li> </ul>	5%
<ul style="list-style-type: none"> <li>Onboards, supervises, and evaluates professional staff to align with department goals and objectives.</li> </ul>	5%
<ul style="list-style-type: none"> <li>Other related duties as assigned.</li> </ul>	5%

## PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No

Hearing Exam:	No
Pulmonary Function Test:	No

## PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

### Working Environment

Working Condition	N/A	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			

### Travel Requirements

Estimated Amount	Brief Description