JOB DESCRIPTION

JOB TITLE:	FLSA:
Creative Services Manager	Exempt
Department:	Date:
Administration	5/20/2019
Dept Code: Acct Code:	Grade:
	C-41
Reports To:	
Director of Public Affairs	

Job Summary

Under the direction of the Director of Public Affairs, the Creative Services Manager is responsible for the creation of Galveston College communications in all formats, as assigned, working with writers, photographers, editors, freelance designers, production vendors, commercial printers, and/or the Digital Communications and Web Services Manager to produce accurate documents, advertisements, and electronic visuals that will catch the eye of the intended audience. The Creative Services Manager is responsible for managing the flow and assignment of these materials through the development process, including client discussions, proofing, and authorizations, and works closely with the director to determine the college's overall brand and look. The Creative Services Manager is responsible for assuring brand consistency and quality across all formats.

Essential Functions

- Reviews Public Affairs services requests and, when necessary, makes assignments to student interns/contractors.
- Designs attractive print publications and materials for clients throughout the college to include ads, collateral materials, direct mail, fliers, invitations, catalogs, and brochures;
- Helps develop e-newsletters, e-mail blasts, and other communications distributed through the website, social media, and e-mail.
- Produces and provides professional photography for college publications, and maintains easily accessible photography files for use by others in the office.
- Designs branded messages for the college's digital signs.
- Posts updates to the faculty, staff, and student portals with information approved by the appropriate vice president.
- Coordinates the design of official certificates and diplomas as needed by the Admissions Office personnel.
- Coordinates the production of college sports media guides, game schedule cards, and recruiting kits.
- Supervises the work of freelance designers and photographers.

- Verifies that college materials are proofed and accurate, correctly branded, and authorized by clients.
- Works with the director to develop bid specifications for printing and mailing, evaluate quotations, and coordinate projects through printing.
- Works with college clients and colleagues to negotiate, create, and evaluate projects.
- Submits and coordinates projects for printing and evaluates quality.
- Serves on the Public Affairs emergency communication team as a backup to the director, ensuring that emergency notifications are sent via text and email message to students, faculty, staff, media, and other constituencies.
- Meets all deadlines set by both the director and internal staff.
- Maintains confidentiality of information exposed to in the course of business regarding students, supervisors, or other employees.
- Contributes to a safe educational and working environment by participating in all drills and training and being prepared to take action should a health or safety emergency occur.
- Requires the kind of teamwork, supervision, and personal interaction, that cannot be had in a home office situation; therefore, regular and predictable on-site attendance is a job requirement.
- Performs other duties as assigned.

Minimum Education, Skills and Ability
- Bachelor's degree in art/graphic design, marketing, communications, or related field.
- Efficiency with publication and graphics software, including Adobe Creative Cloud: InDesign, Illustrator, and Photoshop.
- Expertise in digital photography and videography.
- Excellent communication skills, both written and oral.
- Understanding of marketing and branding concepts.
- Ability to work as part of design team, maintain a good working relationship with all co-workers and the general public and to use good judgment in recognizing scope of authority, and maintain knowledge of latest developments in graphics and design.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Ability to plan, develop, and coordinate multiple projects.
- Ability to lead and train staff and/or student workers.
- Organizing and coordinating skills.

Preferred Education, Skills, and Abilities

- Five years of experience in graphic design.
- Experience in a higher education setting, particularly a community college setting; and,
- Knowledge and skills in the area of computer technology, including but not limited to, integrated software systems, particularly Elucian's Colleague, Microsoft Office, reporting tools, such as Business Objects, and other appropriate social media and web software tools.

Work Environment

- Work primarily, but not exclusively, in a climate controlled environment with minimal safety/health hazard potential or work hazards.
- The position requires average agility and good physical condition.
- Ability to lift and carry moderately heavy materials weighing up to approximately 25 to 30 pounds.
- Work may require sitting, near vision use for reading and computer use, lifting, stooping, bending, stretching, walking, standing, pushing, pulling, reaching, and other physical exertion.

Special Requirements

- Ability to meet a flexible work schedule, including some evenings and/or weekends;
- Ability to work under stress;
- Ability to travel to recruit and/or participate in meetings, conferences, and other related activities; and,
- Subject to a criminal background check prior to employment.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills and physical demands required of personnel so classified.

APPLICANT: Are you capable of performing in a reasonable manner the activities involved in the job or application for which you have applied?_____

_____   _____
                        Signature   Date