**Manager, Creative Standard Job Description**

**Classification Title:** Manager, Creative

**FLSA Exemption Status:** Exempt

**Pay Grade:** 13

**Job Description Summary:**

The Creative Manager, under direction, provides creative direction and design for marketing and communication needs of assigned Texas A&M University System (TAMUS) members. Oversees and designs printing and production of promotional materials for internal and external uses and mediums, including traditional print, electronic, social media, and multimedia.

**Essential Duties and Tasks:**

**30% Project Management**

* Manages all aspects of assigned projects, including concepts, timelines, budgets, communications, deadlines, and quality control.
* Proactively coordinates meetings when appropriate to keep projects on track and ahead of schedule.
* Ensures projects are completed on time and develops alternative plans if deadlines cannot be met.
* Regularly communicates with the Director to suggest new strategies and ways to manage projects.
* Utilizes the team’s project management and work request system to manage projects, gather and report data.

**20% Creative Direction**

* Provides strategic direction and oversight of the design and development process for communication projects, including pieces for print, web, social media, video, and email marketing.
* Collaborates with Communications team to provide creative direction for web presence.
* Integrates and aligns print and electronic media to comply with style and branding guidelines.
* Represents the creative team when necessary with presentations, design briefs, and metrics.
* Provides expertise related to brand structure and implementation.

**15% Vendor Collaboration**

* Collaborates with vendors for delivery of products.
* Reviews printing specifications and job costing data.
* Works with vendors and evaluates and recommends equipment purchases.
* Manages large format laser printer for related printing projects.

**10% Team Development**

* Mentors graphics and video team members as they complete their projects and helps each to develop quality products while maintaining brand standards.
* Provides individual coaching to each creative team member based on their skill level and previous performance on the team.
* Creates internal workshops and other professional development opportunities for the entire team.
* Develops employee as a collaborator on team efforts.
* Performs regular performance evaluations.

**5% Research and Analysis**

* Researches and analyzes industry trends and maintains knowledge of emerging technologies and creative techniques.
* Develops tools that aid in the development and design of graphic design projects.
* Maintains up-to-date knowledge of printing processes, vendors, purchasing, and other resources.
* Provides strategic direction and oversight of the design and development processes for integrated communication campaigns and marketing projects involving photography, graphic design, websites, social media, and other digital platforms, and printed materials.

**20% Duty Title (for the department's use)**

* Remaining Percentage Can Be Determined by Department to Meet Business Needs or Can Be Incorporated into Percentages Above.

**Qualifications**

**Required Education:**

* Bachelor’s degree in graphics design, fine arts, or equivalent combination of education and experience.

**Required Experience:**

* Five years of experience in graphics design, web development, print and electronic media, marketing, or related design field.

**Required Licenses and Certifications:**

* None

**Required Knowledge, Skills, and Abilities:**

* Ability to multitask and work cooperatively with others.

**Additional Information**

**Machines and Equipment:**

* Computer
* Telephone

**Physical Requirements:**

* None

**Other Requirements and Factors:**

* This position is security sensitive.
* This position requires compliance with state and federal laws/codes and Texas A&M University System/TAMU regulations and procedures.
* Works to cover shifts, or take emergency call, on evenings, weekends, and holidays as required.

**Is this role ORP Eligible? If so, it needs to meet the criteria on the** [**Rules and Regulations of the Texas Higher Education Coordinating Board**](https://reportcenter.highered.texas.gov/reports/data/user-friendly-version-of-ch-25/)**.**

**Yes**

**No**

**Does this classification have the ability to work from an alternative work location?**

**Yes**

**No**