



**DATE ISSUED:** 02/16  
**FLSA:** Exempt  
**PTO:** VCS

## ***JOB DESCRIPTION***

### ***TITLE***

Manager, Design Services – Student Life

### ***JOB SUMMARY***

The position will serve as the creative lead for the Division of Student Life with regard to visual communications on all three campuses. This position conducts and manages conceptualization, planning, scheduling, designing, procurement and the production of the University's publications, print, digital, web and other collateral marketing and informational materials. This position will lead a team of designers to produce design solutions effectively by aligning with the goals of the University. The Manager of Design Services for Student Life will coordinate closely with the Manager of Design Services in Marketing to ensure that concepts, art direction and design execution of all media conform with University standards. Work is performed under minimal supervision and performance is based on the effective operation of this administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### ***ORGANIZATIONAL RELATIONSHIPS***

**Reports to:** Vice President for Student Life with Liaison to Director of Marketing & Creative Services

**Supervises:** Freelancers, Design Specialist, Senior Design Specialist, and Student Assistants  
May supervise student Photographers

### ***ESSENTIAL DUTIES - May include, but not limited to the following:***

- Liaison between Division of Student Life and Marketing and Communications.
- Manages and supervises other designers.
- Conceptualizes and art directs campus photography, liaise with photographer, videographer and freelance as appropriate.
- Applies conflict resolution techniques.
- Understands web design best practices.
- Acts as liaison between other departments regarding best practices.
- Maintains university momentum moving from print to digital design.

- Identifies and hires freelancers/interns/photographers.
- Maintains budgets, fiscal records and PCard transactions.
- Develops wise practices for online and social media use.
- Submits Bid proposals for publications following University guidelines.
- Understands HUB vendors.
- Ensures projects stay within predetermined budgets.
- Ensures customer satisfaction through customer relations management.
- Performs project management and provides production schedules.
- Follows quality assurance practices.
- Communicates, negotiates, and presents creative strategic ideas and concepts to clients with a full knowledge of budget and university standards and policies.
- Translates client's objectives to determine best media for cost, speed and quality.
- Understands basic branding and graphic identity principles and strategies.
- Conceptualizes and prioritizes objectives and exercise independent judgement based on the understanding of organizational policies and activities.
- Acts as project team lead, manages day to day operational and tactical aspects of multiple large scale projects.
- Ensures all publications and collateral materials, whether print or digital adhere to the new brand guidelines and align with the goals of the university.
- Creates and leads results oriented concepts and strategies.
- Understands, enforces, communicates and institutes university wide branding standards.
- Works with the Student Life Directors and coordinates with Director of Marketing and Senior Marketing staff, is responsible for development, and production of recruitment publications, strategic university publications, advertising campaigns, photography, audio-visual, Web-based products, website, and Social Media collateral.
- Helps sets deadlines and priorities for print publications and digital media in production.
- Schedules, plans, and supervises work for campus photographers, designers, freelancers, and Student Assistants.
- Effectively leads projects and designers, photographers, printers and clients through the project life cycle with successful results.
- Manages the day-to-day operational and tactical aspects of multiple or large scale projects.
- Continuously analyzes the quality, budget, date, and resources through-out the life of the project and adjust the Project Team's focus and effort accordingly.
- Effectively communicates relevant project information to the project client, and senior leadership and set expectations upward regarding concept and delivery.
- Helps define best practices, innovate on processes, and communicate processes across the team.
- Develops solutions to manage project issues, risks, dependencies and effectively communicate solutions to team members and management.

- Develops relationships with project team members, clients, and senior management.
- Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### **ADDITIONAL DUTIES**

- Performs other duties as requested.

### **EDUCATION**

Bachelor's degree in design or related field.

### **EXPERIENCE**

Eight years of experience and demonstrated proficiency in a position requiring comparable skills and results.

### **REQUIREMENT**

Regular and reliable attendance at the university during regular scheduled days and work hours is an essential function of this position.

### **KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:**

- Ability to understand, communicate and institute university wide branding.
- Working knowledge of Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Bridge, Adobe Acrobat, Adobe After Effects,
- Working knowledge of Word, Excel, Powerpoint.
- Digital layout design experience.
- Working knowledge of Prepress, Drawing, Photography, Videography, Lightroom, Google Docs, Social Media, T4, Wireframes.
- Time Management Skills
- Ability to effectively communicate orally, by phone, in person and in writing.
- Responsive web/email design.
- Advanced knowledge of printing technology and techniques.
- Ability to conceptualize thoughts and ideas into visual images.
- Ability to establish and meet deadlines.

- Presentation skills.
- Project Management.
- Budgeting.
- State bidding knowledge.
- ADA compliance.
- Supervising and management experience.
- Advanced communication skills.
- Ability to provide administrative guidance within area of expertise, provide direct training and supervision as needed.
- Ability to plan, direct, and evaluate a complex operation, using human resources, time, funds, and other resources for the accomplishment of long-term and short-term goals of the institution.
- Ability to apply budgetary and fiscal planning techniques within financial constraints.
- Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to integrate resources, policies, and information for the determination of procedures, solutions, and other outcomes.
- Proficiency in Adobe Creative Suite, Microsoft Word, in a Macintosh environment.
- An understanding of web design and responsive design for web and email. HTML and CSS.
- Ability to establish and maintain effective working relationships with students, faculty, staff, and the public.
- Ability to use a personal computer and other office equipment, including university related software and email.

### ***PHYSICAL DEMANDS***

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

### ***WORK ENVIRONMENT***

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

**SAFETY**

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Employee Printed Name:** \_\_\_\_\_

***Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.***

***All positions at Texas Woman’s University are deemed security sensitive requiring background checks.***