



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 11/16
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Director, Marketing and Creative Services

JOB SUMMARY

The Director of Marketing and Creative Services is responsible for the management of TWU's creative process, creative services budget and directing the TWU design team, which is responsible for: creating and overseeing all digital and print marketing communications needs for TWU's Denton, Dallas, and Houston campuses targeting student recruitment and university marketing at the local, statewide and national levels. Designs materials for the Chancellor's Office, and implements TWU's strategic brand identity and style guidelines across three campuses. The position is responsible for supervising the staff photographer, videography, outside vendors and freelance designers. Work is performed under minimal supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President for Marketing and Communications, CMCO

Supervises: Manager, Design Services, Senior Design Specialist, Staff Photographer, Integrated Marketing Project Manager

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

- Develops strategic integrated marketing communications plans for three campuses.
- Acts as change agent to move all campuses into a digital communications format.
- Creates and oversees all marketing deliverable, meeting deadlines and marketing budget for all three campuses.
- Works with campus leadership team to announce and implement TWU's strategic marketing plan across three campuses.
- Implements integrated marketing and communications plans that incorporate strategic recruitment marketing, public relations, social media and web marketing.

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- Manages the creative process and marketing communications design workload, scheduling and budget for the university's 3 campuses.
- Manages the implementation of TWU's strategic branding and style guidelines across three campuses.
- Implements contract negotiations, media buying, purchase orders, budget allocation, tracking methods integrated marketing communications plans designed to support student recruitment efforts.
- Writes, edits and proofreads student recruitment and prospective student marketing content to be used in both digital and print formats.
- Edits design layouts, oversees photography and visual communications.
- Acts as department liaison for marketing requests and creative design requests from administrative and academic leaders for three campuses and identifies needs, target audience, cost-effectiveness, scheduling/priority.
- Supervises, guides and provides growth opportunities for full-time staff members.
- Researches new trends and develop new skills in integrated marketing communications, web design and creative design 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 marketing, advertising, public relations or related field required. Master's preferred.

EXPERIENCE

Five years' 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:

- Knowledge of the creative process.
- Ability to write for the web.
- Knowledge of recruitment marketing copywriting.
- Ability to develop integrated marketing plans.
- Some Knowledge of layout, printing, design, and photography.
- Demonstrated ability to plan and implement a marketing plan.
- Ability to multi-task and meet deadlines.
- Ability to work effectively as a member of a creative team.
- Ability to take direction and work independently.
- Ability to meet performance goals.
- 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.
- Knowledge of management methods and ability to provide administrative guidance and provide direct training and supervision as needed.
- Ability to apply budgeting and fiscal planning techniques within financial constraints.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to communicate effectively, orally, by phone, in person, in writing and online
- Ability to learn new technology and software.
- Ability to use a personal computer and other office equipment, including university related software and materials.

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.

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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:** _____

Printed Employee 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.