



## CREATIVE SERVICES LEAD

**Reports to:** Director, Public & Government Relations, Marketing & Communications

**Dept:** Public & Government Relations, Marketing & Communications      **Range:** 30

**FLSA:** Nonexempt/Extended Day      **EEO:** Professional/Nonfaculty

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.*

### **BASIC FUNCTION:**

Under general supervision, performs a variety of professional duties involved in creating high-level design strategies and concepts for the district's visual identity in print, digital, photo and video format; assists in the development of the district's marketing plan and related promotional materials and videos; and ensures all communications reflect the image and core messages of the district.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.*

1. Exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.
2. Conceptualize and create marketing materials consistent with the district's brand guidelines; assist and consult with marketing and creative services management staff on major marketing initiatives and strategic communication projects to ensure a consistent brand identity; lead creative discussions during project meetings and brainstorming sessions.
3. Design and coordinate the production and printing of class schedules and the college catalog; compile, organize and coordinate input from a wide variety of sources to produce publications for the district; proofread and edit copy; design and illustrate one-, two- and four-color publications; take digital photos; select paper stock and ink colors; establish effective timelines with printers.
4. Maintain the district's visual identity standards; revise, reissue, and train the campus community on these standards as needed; develop, manage, and distribute core graphic elements, appropriate templates, and identity standards to the district; maintain brand integrity across all projects; review creative concepts; serve as a resource to the district

regarding publication requirements, design, costs, scheduling, and other concerns.

5. Provide overall project management and oversight from concept to completion for projects assigned to the creative team; manage multiple print and digital design projects at once; provide art direction and guide in-house and contract graphic designers, , photographers, videographers, and other members of the creative team to complete creative assignments; lead, assign, and assist with prioritizing projects for staff; review work of creative team and ensure it is completed in a timely and cost efficient manner; provide art direction on large and small projects, photo shoots, and campaigns; prepare RFQs for projects, facilitate printing requests, and review and sign off on printer proofs.
6. Research, develop and write creative strategy and design collateral for a wide variety of electronic and print marketing materials such as websites, videos, social media, class schedules, brochures, newsletters, magazines, icons, logos, illustrations, advertisements, PowerPoint presentations and other related marketing, e-marketing and informational materials. Oversee the marketing and creative services office's use of visuals for all communications.
7. Photograph various district functions and events, including meetings, tours, presentations, exhibits and performances; photograph administrators, faculty, staff, and students; shoot and direct custom photography for use in electronic and print marketing materials; maintain comprehensive, searchable photo archive.
8. Work in collaboration with management and staff to develop and maintain an annual work plan, creative production schedules, and propose budget for producing strategic print and electronic communications.
9. Train and provide technical work direction for graphic personnel; schedule and review activities to ensure that work is completed in a timely and appropriate manner; provide or coordinate staff training.
10. Recommend services of external vendors to assist with project needs. Identify scope of work, provide direction, and ensure quality work completed within budget and on time.

**OTHER DUTIES:**

1. Create, shoot and edit video segments for Office of the President and for use on the in-house television network, social media sites and on the web.
2. Confer with district personnel and committees; act as liaison between off-campus printers and the district.
3. Develop and publish institutional web pages for presentation to the district and the public.
4. Provide technical expertise and advice to faculty, staff and administrators concerning graphics work requests; clarify information, formats, and design possibilities.

5. Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:****KNOWLEDGE OF:**

1. District organization, operations, policies, and objectives.
2. Advanced principles and practices of storyboarding, art direction, design, graphic composition, visual communication, advertising, marketing, illustration, and production.
3. Digital and traditional design.
4. Branded design, style guide creation, and brand management.
5. Typography, color theory, and design hierarchy.
6. Methods, practices, terminology, and procedures used in creative design and preparation of files for a variety of print & digital processes.
7. Type fonts/families; colors, inks and paper stock used in printing.
8. Appropriate electronic design tools.
9. Digital cameras, video equipment, and photographic techniques.
10. Website architecture, HTML, HTML editors, web publishing procedures.
11. Principles of lead supervision and training.
12. Written and oral communication skills including correct English usage, grammar, spelling, punctuation and vocabulary.
13. Modern office practices, procedures and equipment.
14. Recordkeeping techniques.
15. Interpersonal skills using tact, patience and courtesy.
16. Safety policies and safe work practices applicable to the work.

**ABILITY TO:**

1. Learn to interpret, apply, and explain rules, regulations, policies and procedures and apply them in a variety of procedural situations.
2. Manage projects and production processes; manage multiple concurrent projects with varying priorities.
3. Plan and organize printing, graphic and video projects to ensure that quality products are completed in a timely and cost-effective manner.

4. Independently execute video & graphic design functions by using superior design skills.
5. Provide assistance to District staff in developing and designing printing, graphic, and video needs.
6. Provide art direction to large and small video projects, photo shoots, and campaigns.
7. Lead, organize, train, and review the work of staff.
8. Understand and follow oral and written directions.
9. Operate a variety of office equipment, including a computer and appropriate software.
10. Estimate costs and analyze cost effectiveness of pieces prior to production.
11. Set up and meet schedules and timelines.
12. Communicate effectively both orally and in writing.
13. Work independently with little direction.
14. Maintain records and prepare reports.
15. Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.
16. Establish and maintain effective working relationships with all those encountered in the course of work.

**EDUCATION AND EXPERIENCE:**

Graduation from an accredited, four-year college or university with a degree in art, communications, graphic arts or a related field, and four years of related work experience; or an equivalent combination of training and experience. Experience in a public agency is preferred.

**LICENSES AND OTHER REQUIREMENTS:**

A valid California driver's license and the ability to maintain insurability under the district's vehicle insurance program.

**WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

Lead-level work direction to lower-level staff, student workers, temporary/freelance staff, external production companies and vendors.

**CONTACTS:**

District administrators, faculty, staff, students, other college and community organizations, vendors, contractors and the general public.

**PHYSICAL EFFORT:**

*The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Primarily sedentary with intermittent standing, walking, bending, and stooping; occasional light lifting and carrying of objects weighing up to 25 pounds; ability to travel to a variety of locations on and off campus as needed to conduct district business.

**EMOTIONAL EFFORT:**

Ability to develop and maintain effective working relationships involving interactions and communications personally, by phone and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis; ability to work effectively under pressure on a variety of tasks concurrently while meeting established deadlines and changing priorities.

**WORKING CONDITIONS:**

Primarily business office environment; subject to frequent public contact and interruption; intermittent exposure to individuals acting in a disagreeable fashion; may work at any district location or authorized facility with occasional evenings and/or weekends on an as-needed basis. Occasional local travel may be requested.