



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Senior Manager, Creative Services
Department:	Office of Marketing and Communications
Reports To:	Associate Vice President, Marketing and Communications

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned. The duties of this position are to be performed on-site during work hours as defined by the policies of the University."

General Function (Description):

Developing and supervising the conceptualization, creation, and management of design projects, including branding, digital, and social media graphics, while ensuring alignment with our institution's brand guidelines.

Examples of Duties and Responsibilities:

- **Design Leadership:** Drive end-to-end design projects, ensuring quality and consistency with brand standards across all materials.
- **Project Management:** Strategically plan and coordinate design initiatives, managing timelines, resources, and budgets to meet academic deadlines.
- **Production Coordination:** Collaborate with vendors and internal teams to ensure timely delivery of high-quality print and digital materials.
- **Digital and Social Media Graphics:** Develop engaging graphics for online platforms to enhance marketing efforts and increase brand visibility.
- **Collaborative Liaison:** Partner with marketing and communications teams, faculty, and students to align on project needs and deliverables.
- **Event Promotions:** Lead the design for events and campaigns, producing compelling materials that resonate with prospective students and the community.
- **Digital Asset Management:** Oversee the organization and maintenance of a library of digital assets, ensuring quality and accessibility.
- **Mentorship and Team Development:** Provide guidance and support to junior team members, fostering a collaborative and innovative environment.

Knowledge, Skills and Abilities:

- Proficiency in Adobe Creative Suite and relevant design software.
- Project management or project coordination experience required.
- Strong portfolio showcasing branding, digital, and social media graphics expertise.

- Excellent communication skills and a proven ability to manage multiple projects under tight deadlines.

Minimum Hiring Standards:

Education	Bachelor's degree in Graphic Design, Visual Arts, or a related field.
Years of Experience	Five (5) years of graphic design and creative direction experience
Years of Management/Supervisor Experience	Two (2) years in a mid-level management capacity, preferably in corporate or large non-profit sectors.

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