

Sam Houston State University Human Resources

Staff Classification Description – Director of Creative Production

Skill Category: Executive/Administrative

Position (Employee) Class: 1M170 (E1)

Grade: NC

Date: 06/2023

Department: Division of Integrated Marketing and Communications

Educational & Experience Requirement: Bachelor's degree in a related field. Master's degree preferred. Five years of relevant experience. Additional education may be considered in lieu of experience.

Nature & Purpose of Position: Guides the visual brand identity of Sam Houston State University. Performs complex and highly advanced managerial work providing direction and guidance in strategic operations and planning for the Integrated Marketing Communications office.

Supervision Given & Received: Receives minimum direction from the Chief Marketing Officer. Supervises support staff and student employees as assigned.

Primary Responsibilities: Develops the creative execution of websites, landing pages, advertisements, marketing videos, marketing brochures, and other forms of media. Leads the creation and ongoing management of integrated marketing campaigns. Contributes ideas and guidance on design in advertisements, high-volume web pages, and other high-profile marketing tools. Reviews and approves art materials, copy materials, and proofs of printed copy developed by staff members. Partners with marketing leadership peers to understand university needs, prioritize work, and identify new capabilities required of the creative team. Coordinates with leadership to maintain design consistency across the university. Aligns and communicates the design strategy and objectives. Builds, manages, and coaches design and creative teams to ensure effectiveness, speed, and quality in the creation of high-quality, user-converting designs and engaging content. Works and communicates across the university and aligns the team to support the university's mission, vision, values, brand, reputation, and strategic goals. Performs other related duties as assigned.

Other Specifications: Requires a high level of professionalism, maturity, executive ability, and a keen understanding of protocol. Requires the ability to organize work effectively and prioritize objectives. Must exercise discretion and possess excellent reasoning and independent judgment. Must be skilled in directing multiple tasks, setting priorities, and organizing operations. Requires establishing and maintaining effective work relationships with administration, faculty, staff, and the public. Requires strong communication skills, both oral and written. Requires critical judgment for the department, in which serious consequences for decision-making can occur. Interprets and applies complex directives, policies, regulations, statutes, procedures, and/or written guidelines for the Integrated Marketing Communications office. This position may be designated as a Campus Security Authority (CSA).

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. All positions at Sam Houston State University are considered security sensitive requiring background checks in accordance with education code 51.215, and drug testing as required by D.O.T. for safety sensitive positions. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.