

CREATIVE AND DIGITAL MEDIA DIRECTOR

Department: University Marketing and Communications

Reports To: Director of Marketing

Primary Purpose: Oversees creative development for all University materials, including web, printed materials, all forms of advertising, video and University style guidelines. Leads and supervises a creative & production team through inspiring and strategic creative processes resulting in creative solutions that deliver on marketing and communication objectives. Must be able to effectively articulate the mission and distinctives of North Park University.

Essential Responsibilities:

1. Provide effective leadership and oversight for the university's creative processes, from development of new University communication initiatives to assessment and refinement of existing materials.
2. Lead strategic thought and development behind the University Style Guide, and its variations for print, web, video, signage, and treatments for specific programs and audiences
3. Provide leadership and direction to a diverse creative team of individuals to achieve highly effective results.
4. Inspire and participate in the graphic design process
5. Lead and direct the Web team on creative development and execution of new online and mobile initiatives
6. Provide leadership for the Internet/web team regarding server support and institutional readiness pertaining to the university's website and other supported external websites.
7. Lead development of ad campaigns for the University as a whole (brand) and for specific programs, initiatives, and events.
8. Supervise social media content, with a specific eye for storytelling opportunities, and/or engaging ways to connect with multiple constituencies (e.g. prospects, alumni, prospective employees, press)
9. Direct and coordinate with creative and production vendors to ensure timely and strategic results.
10. Serve on editorial board for the printed and online versions of the University's alumni magazine, *North Parker*. Responsibility to primarily include development of visual elements and online version in partnership with others on the team
10. Works on other projects as assigned by the Director of Marketing and the VP of Marketing and Enrollment

Essential Qualifications:

- Appreciation for, personal commitment to, and ability to effectively communicate North Park University's mission and philosophy of Christian higher education.
- Bachelor's degree in Advertising, Design, Communications, or related field.
- 5-10 years of creative experience across communication platforms, preferably in a higher education or not-for-profit setting.
- Excellent interpersonal and team skills
- Ability to effectively work with faculty, administrators, and staff across the University.

- Superior writing skills, including the ability to make a connection with various audiences and high standards of grammar, spelling, and style
- Ability to work independently, prioritize tasks, manage complex projects, respond effectively to multiple demands, and meet deadlines
- Strong conceptual ability, capable of guiding brainstorm sessions.
- Able to organize and present thoughts in a clearly defined manner.
- Grasps significance of brand identity and creates solution to support it.
- Able to interpret marketing & communications objectives.
- Prioritizes work to ensure value is added continuously.
- Displays strong skills in leadership, writing, design, and technical ability.

Effective Date: 2012

NOTE: Nothing in this job description restricts the supervisor's right to assign or reassign duties and responsibilities to this job at any time.