



**Connecticut State Community College  
Job Description  
Director of Creative Services**

**Salary Grade:**  
CCP 19 (Subject to Willis)

**Date Approved/Revised:**  
Rev 2. 9/28/23

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**Position Purpose**

The Director of Creative Services provides leadership, direction, and oversight of creative services for CT State Community College. The position is charged with implementing comprehensive visual marketing strategies in all formats in alignment with the CT State Community College mission, vision, principles, and values.

**Supervisory and Other Relationships**

The Director of Creative Services reports directly to the Senior Director of Strategic Marketing. The position supervises a team of Graphic Designers. The incumbent may also oversee contracted design and production work, as well as student workers.

The incumbent has substantial cooperative and collaborative relationships with college and campus administration, staff, and faculty. The Director is responsible for high-level decisions and for leading a team.

**Examples of Duties**

The Director of Creative Services is responsible for the creative vision of the college and overseeing the design, layout and visual impact of marketing materials, products, or publications. Duties include leading a team of creative professionals, meeting with college leadership to determine visual needs for branded materials, advertisements and collateral material and coordinating with vendors to complete projects.

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Plan and oversee the development of college ads, digital and printed materials, signage, logos, etc.
- Lead brand campaigns, including submitting ideas for projects and overseeing the development of all creative content
- Supervise all work completed by the Creative Services unit
- Work with department leadership to set project deadlines and content goals
- Present project information, including deadlines and budgets, to department leadership
- Oversee the creative budget
- Maintain CT State brand guidelines, and continually review for currency and efficacy
- Achieve consistent presentation of CT State by using college brand standards, templates, logos/emblems, and style guidelines
- Collaborate with key college functions to provide creative services that support strategic goalsSupport achievement of enrollment and retention goals by providing strategic creative campaigns and activities that align with college goals and audiences
- Prioritizing diversity, equity and inclusion in outreach materials and activities by including representation, reach and engagement to persons of color, persons with disabilities and LGBTQ communities.

### **Professional Participation and Development**

In addition to the accountabilities listed above, the Director of Creative Services is required to carry out the essential duties of:

- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings;
- Attendance and participation at convocation and commencement ceremonies.

These may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

### **Qualifications**

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft 365. Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Professional practice of marketing
- Content management, design, and print production oversight
- Project, time, and budget management
- Quality control
- Supervising staff
- Digital literacy

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor's degree, Master's preferred, in an appropriately related field together with and 2--5 years of related experience and up to one year of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

### **Work Environment**

The incumbent typically performs work in offices. The incumbent may travel to central office meetings and conferences, as well as campuses and photo shoots. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for incumbents and candidates with physical limitations.