Connecticut State Community College
Job Description
Director of Creative and Publication Services

Salary Grade: CCP 19 (Subject to Willis)
Date Approved/Revised: 1/26/23

Position Purpose
The Director of Creative & Publication Services provides leadership, direction and oversight of creative and publication 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 in an evolving, diverse and complex environment.

Supervisory and Other Relationships
The Director of Creative and Publication Services reports directly to the CT State Community College (CT State) Senior Director of Strategic Marketing, but will also work closely with the AVP for Communications and Strategic Marketing. The position will supervise a senior Graphic Designer and the Assistant Director of Publication Services, and will collaborate closely with the directors of Digital Services, Media & DEI, Organizational Communications, recruitment & outreach and campus Institutional Advancement staff. The incumbent may also oversee contracted design work.

The incumbent has substantial cooperative and collaborative relationships with CT State administration, staff, faculty and alumni. The incumbent is expected to represent CT State in a positive manner and to collaborate with academic and student services departments to recruit and retain students. The Director is responsible for high-level decisions and for leading a team.

Examples of Duties
The Director of Creative & Publication Services is responsible for overseeing the design layout and visual impact of marketing materials, products or publications. Their 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 CT State Publication Services and 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.

- Planning and overseeing the development of college ads, digital and printed materials, signage, logos, etc.
- Heading brand campaigns, including submitting ideas for projects and overseeing the development of all creative content
- Supervising all work completed by the creative and publication department
- Working with department leadership and other leaders to set project deadlines and content goals
- Presenting project information, including deadlines and budgets, to department leadership
- Overseeing the creative and printing budget
- Achieving consistent presentation of CT State by utilizing CT State brand standards, templates, logos/emblems and style guidelines.
- Collaborating with critical personnel in areas such as Enrollment Management, Institutional Advancement, Continuing Education & Workforce Development, Business & Industry, and student and alumni organizations to provide creative services.
• Collaborating with Enrollment Management on recruitment materials and community relations, providing strategic support that aligns with the CT State brand and tactics.
• 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 & Publication 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;

All of these may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain expertise and competencies including required technological skills. 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 Office (Word, Excel, Outlook, Teams etc.) Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

• Professional practice of marketing, public and media relations;
• Copy writing, content management, design and print production oversight;
• Project management & supervising staff;
• Strong digital literacy skills;

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor’s degree in an appropriately related field together with and 5-7 years of related experience, preferably in higher education or public service, 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 position’s work normally is performed in such locations as offices, graphics and print shops and places where the public may assemble. The position’s work requires the incumbent to travel between campus and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.