

JOB DESCRIPTION:	Creative Director		
DEPARTMENT:	Marketing & Communications		
REPORT TO:	AVP/Director of Marketing		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR	#443130	DATE APPROVED:	17-APR-2021
CLASSIFICATION:		DATE MODIFIED:	29-MAY-2026

SUMMARY:

Provides strategic leadership and direction for the university's creative services and visual communications initiatives. Leads the development and execution of brand-aligned creative strategies, visual storytelling, and marketing assets that support institutional communications, enrollment, engagement, advancement, and brand identity across print, digital, video, and social media platforms.

DUTIES:

1. Provides creative leadership, vision, and art direction for institutional marketing, enrollment, advancement, and communications initiatives across multiple media platforms.
2. Directs the conceptualization, design, and production of creative assets including, but not limited to, advertising campaigns, publications, brochures, logos, branding systems, signage, exhibits, presentations, environmental graphics, direct mail, recruitment materials, and digital communications.
3. Oversees the development of advertising creative for print, outdoor, digital, mobile, video, and social media platforms including static and animated graphics, GIFs, motion assets, digital display ads, streaming/pre-roll creative, and campaign materials.
4. Supervises graphic artists, photography/videography staff or contractors, and social media specialists to ensure cohesive storytelling, visual consistency, workflow efficiency, and adherence to brand standards.
5. Partners with the web development team to guide the visual design of marketing landing pages, institutional webpages, campaign microsites, and digital experiences while ensuring consistency with institutional branding and user experience goals.
6. Coordinates the printing production process to ensure quality: writes printing and other reproduction specifications (selects ink, paper, and print quality). Inspects proofs for accuracy.
7. Coordinates graphics or photographic library and/or maintain digital records.
8. Oversees creative workflows and project management processes including intake, prioritization, creative briefs, production schedules, and quality assurance for all assigned projects.
9. Leads the creative services team in the development and revisions of concepts through in-house creative meetings or through creative briefs.
10. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
11. Performs other duties as assigned.

REQUIREMENTS:

1. **Education/Background:** Bachelor's or Associates degree graphic design, art, or related field or equivalent work experience preferred. Four years of experience in similar in graphic design required. Supervision experience required. Bilingual (Spanish) preferred.

2. **Job Knowledge:** Knowledge of principles and practices of graphic design. Knowledge of graphic layout and photographic requirements and procedures. Proficient in programs within the Adobe Creative Cloud including Illustrator, Photoshop, and Lightroom. Strong interpersonal skills and the ability to effectively communicate concepts and ideas with the ability to understand overall creative concepts with a wide range of individuals and constituencies in a diverse community. Ability to communicate effectively, both orally and in writing. Ability to create and produce graphic materials using a range of media, methods, techniques, and equipment. Ability to analyze graphic and technical information and create interpretive illustrations. Ability to analyze and interpret user graphic requirements. Ability to develop print and/or reproduction specifications. Skill in establishing and maintaining effective working relationships with a creative team. Must be able to handle multiple deadlines and have an eye for detail. Must be sensitive to cultural differences within the University and community.
3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)