Associate Director, University Marketing

Job Code 50012540

General Description
The Associate Director is responsible for the production of creative visual elements for use in print and Web-based publications and for layout and design of those publications; supervising the graphic design, writing and photography staff members to insure quality graphic design services that support the institution’s marketing objective, and contributing to the development, implementation and assessment of strategic marketing plans.

Examples of Duties
Oversee design and develop production timelines for university publications.
Provide creative direction to writing, design and photography personnel.
Manage creative team and distribute workload.
Assist in the development and implementation of the integrated marketing plan.
Assist in the assessment of the integrated marketing plan.
Assist in the development of department strategic plan.
Assist in the assessment of strategic plan.
Serve on committees that deal with publication development and design.

Knowledge, Skills, and Abilities
Knowledge of: Strategic planning, resource allocation, coordination of people and resources; assess marketing strategies, measure outcomes and understanding of target audience; production of high quality print and electronic publications and promotional material.

Skill in: Attaining workable solutions; successful communication and business associations; prepare clear grammatically correct reports, letters, and proposals.

Ability to: Motivate, direct, support and develop the creative team; work under pressure; understand employer’s policies and procedures.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements