



TEXAS A&M
UNIVERSITY

®

Invites Applications and Nominations for the Position of:

Director, Creatives

Greenwood/Asher
& ASSOCIATES, LLC

The Opportunity

The Office for Academic Innovation at Texas A&M University (TAMU) is excited to invite applications and nominations for the newly created **Director, Creatives** position. This is an opportunity to build and lead a creative team dedicated to producing high-quality assets and services in support of digitally enhanced teaching and learning. You will do this from the state-of-the-art [Innovative Learning Classroom Building](#) on Texas A&M's College Station campus, which includes a 1,500 ft² multimedia production suite.

The **Director, Creatives** will work in conjunction with the Assistant Provost to lead the day-to-day operations of a team of creative professionals. The ideal candidate will bring energy and a commitment to quality by providing oversight to the scope of creative products and services under the purview the Office for Academic Innovation. These include high-quality multimedia assets that support online and hybrid course delivery; web-based and social media resources in promotion of Texas A&M University's digital learning environment; communication strategies to effectively reach target audiences; and innovative prototypes leveraging extended reality technologies to position the university as a leader in online and hybrid education. The **Director, Creatives** will serve as a key member of the leadership team providing strategic direction to the growth trajectory for the Office for Academic Innovation.

Office of Academic Innovation

The Office for Academic Innovation (AIOL) was created in 2019 to support the university's strategic growth of distance education degrees and certificates at TAMU, as well as centrally support digitally enhanced instruction across all teaching modalities at TAMU. In 2020, AIOL was tasked with supporting remote instruction necessitated by COVID-19. Today, AIOL works in collaborative partnership with the Schools and Colleges, Branch Campuses, and McAllen Higher Education Center to continue to expand the digital reach of the university.



TRAINING

- ✓ Host live training sessions
- ✓ Produce on-demand training videos
- ✓ Conduct workshops
- ✓ Partner with vendors



COMMUNICATION

- ✓ Maintain web-based resources
lms.tamu.edu, Keep Teaching & Learning
- ✓ Distribute campus messages
- ✓ Target messaging to leadership groups
AOC, GOC, Academic Liaisons
- ✓ Maintain digital signage across campus



SUPPORT

- ✓ Average approx. **700 tickets** per month
- ✓ Receive approx. **2,000** during peak months
- ✓ Host approx. **100** Office Hour consultations per semester



SHARED GOVERNANCE

- ✓ Convene Academic Liaisons biweekly
- ✓ Provide monthly updates to Faculty Senate
- ✓ Convene LMS Advisory & Executive Committees
Document evidence of shared governance

The Office for Academic Innovation is committed to inspiring innovation in line with Texas A&M's strategic focus on transformational teaching and learning. AIOL seeks to impact student learning by creating pathways for improved student retention in an era of digitally native students; pathways for delivery supported by the diverse education technology landscape; and pathways for enrollment that are designed to be accessible to students across the state of Texas, the nation, and world. Our iterative philosophy allows us to learn our way forward while remaining grounded in Texas A&M's traditions of excellence.

Innovative Learning Classroom Building

The Innovative Learning Classroom Building (ILCB) at Texas A&M University is a key component of the institution's goal to build a culture of excellence in teaching and learning. The new 118,000-square-foot building houses 2,200 general purpose classroom seats across 11 classrooms. Located across two levels of the building, instructional spaces range in size from 600-seat in-the-round arenas to 72-seat learning studios. Informal study spaces will support the formal learning environments, creating a learning landscape for students and faculty to interact across the three-story building. The building's top floor is home to three instructional support groups whose location is designed to enhance and promote active learning strategies. The Office of Academic Innovation, the Center for Teaching Excellence, and Instructional Media Services are - collocated in the building to enhance and better promote active learning pedagogies at TAMU.

About Texas A&M University

Texas A&M opened its doors in 1876 as the state's first public institution of higher learning. Today, TAMU stands as a research-intensive flagship university dedicated to sending Aggie leaders out into the world prepared to take on the challenges of tomorrow.

Located in the heart of the Houston-Dallas-Austin triangle and within a two-hour drive of 26 million of the state's 28 million residents, Texas A&M's main campus in College Station is home to more than 69,000 students. Another 5,200 are at the branch campuses in Galveston and Qatar and at the School of Law, Higher Education Center at McAllen, and Health Science Center locations across Texas.

- > Total Enrollment (Fall 2021): **73,284**
- > First-Generation Students: **25%**
- > Undergraduates: **53,876**
- > College Station Campus: **67,133**
- > Graduate & Professional: **13,257**
- > Corp of Cadets: about **2,300**
- > Student Organizations: **1,100+**
- > Former Students: about **528,000**

With 133 undergraduate degree programs, 175 master's degree programs, 92 doctoral degree programs and 5 first professional degrees as options for study, Texas A&M is full of possibilities.

The Path Forward

Texas A&M is in the process of a large, ambitious administrative reorganization of the university that will streamline operations to ensure the university makes the best decisions among competing priorities. *The Path Forward* will strengthen student outcomes at Texas A&M and better position the university for long-term success. Consider *The Path Forward* a compass for an institutional realignment that will help the university to continuously improve.

Of particular relevance to the Director, Creatives position is the creation of a School of Visual and Performing Arts, of which the Department of Visualization will become a cornerstone.

Read more about [The Path Forward](#).

Texas A&M University's Mission

Texas A&M University mission is dedicated to the discovery, development, communication, and application of knowledge in a wide range of academic and professional fields. Its mission of providing the highest quality undergraduate and graduate programs is inseparable from its mission of developing new understandings through research and creativity. It prepares students to assume roles in leadership, responsibility, and service to society. Texas A&M assumes as its historic trust the maintenance of freedom of inquiry and an intellectual environment nurturing the human mind and spirit. It welcomes and seeks to serve persons of all racial, ethnic and geographic groups as it addresses the needs of an increasingly diverse population and a global economy. In the 21st century, Texas A&M University seeks to assume a place of preeminence among public universities while respecting its history and traditions.

Texas A&M University's Core Values

The university's mission carries with it the responsibility, the traditions, and the forward-thinking of Texas A&M exemplified by all who are associated with the university —faculty and staff, and current and former students. This purpose can be defined by six core values:

- > Excellence
- > Integrity
- > Leadership
- > Loyalty
- > Respect
- > Selfless Service

The Role of the Director, Creatives

The **Director, Creatives** will oversee the team of Creatives responsible for producing graphic, video, and web assets that make up the unit's digital footprint, as well as the launch of the [state-of-the-art multimedia production studio in the Innovative Learning Classroom Building](#). Additional key responsibilities include:

Operational Management

The **Director, Creatives** leads the day-to-day operations of the team of creative professionals within the Office for Academic Innovation. The Director develops creative approaches and efficient workflows to produce multimedia assets that support online and hybrid academic program delivery. The team cultivated under the supervision of the director will include both creative professionals and student technicians that span communication specialists, multimedia production specialists, UX/UI designers, front-end web developers, and 3D artists. The Director is instrumental in hiring, training, supervising, and evaluating professional and student staff to align with unit goals and objectives. The Director also supervises project teams to include effective workflow and production management in collaboration with the other teams within the Office for Academic Innovation. This includes overseeing scheduling of the multimedia production suite in the Innovative Learning Classroom Building. The Director provides input into the budget and fiscal operations of the unit, and develops and seeks funding for programs to promote the unit's mission specific to Creative operations.

Visual, Web and Communication Oversight

The **Director, Creatives** collaborates with Office for Academic Innovation leadership team to determine creative and communication needs. In doing so, the Director manages complex production timelines to ensure deliverables are produced on time using available resources; and oversees equipment and scheduling of creative production spaces within the Innovative Learning Classroom Building on Texas A&M University's College Station campus. The Director also engages in and/or directs the planning, writing, editing, designing, prototyping, development, production, and dissemination of high-quality assets for online and hybrid programs, faculty and student training resources, multimedia presentations, videos, podcasts, and other creative and communication collateral. The Director oversees communications, promotions, and public relations for the Office for Academic Innovation.

Industry Trend Awareness

The **Director, Creatives** maintains awareness and knowledge of current design trends and technology advances specific to online and hybrid higher education, including new frontiers in extended reality technologies. The Director leads and participates in training and professional development sessions to ensure staff on the Creative Team are current with industry trends.

Brand Innovation and Management

The Director, Creatives ensures all products and communication produced by the Office for Academic Innovation adhere to Texas A&M University brand guidelines; confirms the visual identity and voice of all products and communication produced by the Office for Academic Innovation is consistent with a unit within the Office of the Provost; and promotes diversity, equity, and inclusion in all public-facing assets produced by the Office for Academic Innovation.

Campus-Wide Collaboration

The **Director, Creatives** serves as a liaison and develops synergies among the university community to ensure the design elements integrated into the digital learning environment are reflective of the tradition of teaching excellence at Texas A&M University. The Director will emerge as a leader on TAMU's campus by giving presentations on innovations in the digital learning environment as requested. The Director serves on various University, division, and departmental committees; and represents the department at various State and National associations. Championing student success is a key priority of the Director.

Qualifications

Required:

- › Bachelor's degree or equivalent combination of education and experience
- › Ten years of experience in multimedia production, design, and/or visualization management
- › Proven ability to design for print, web, and multimedia
- › Strong and proven design communication skills that apply to all media
- › Proficient with Macintosh and Windows systems and utilities Mastery level skills on the current Adobe Creative Suite including In Design, Photoshop, Illustrator, Acrobat. Knowledge of CSS, X/HTML, HTML5
- › Leadership and supervisory skills
- › Ability to communicate ideas and concepts clearly and effectively
- › Strong interpersonal and organizational skills
- › Ability to multi-task and work cooperatively with others

Preferred:

- › Master's degree a plus in fine arts, graphic design, multimedia production, visualization, communications, or related field
- › More than ten years of relevant experience in design with emphasis on multimedia and/or web design
- › Experience participating in management, planning, and executing the production of plans with regards to multimedia and creative assets
- › Experience in project management from conception to delivery in a timely manner, on budget, and in collaboration with others

- › Experience designing and implementing visual identity systems to work within branding guidelines
- › Experience in a higher education setting with oversight responsibilities of professional and student staff
- › Experience working with faculty as subject-matter experts within design, development, and production processes
- › Experience with design and multimedia production for integration into online and hybrid courses
- › Strong leadership skills
- › Advanced proficiency in visualization and graphic design software
- › Experience in extended realities technologies
- › Outstanding written and verbal communication skills Ability to effectively plan and execute long-term projects that make efficient use of resources, meet deadlines, achieve objectives, and maintain morale among staff through the process
- › Understanding of online and hybrid education best practices in a higher education setting
- › Ability to seek out precedent examples and trends among peer institutions and align with Texas A&M University tradition of teaching excellence

Nomination and Application Process

Salary

Salary will be competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, LLC is assisting Texas A&M University in this search. Applications and nominations are now being accepted. Confidential inquiries, nominations, and application materials should be directed to Greenwood/Asher and Associates. For a full application package please provide a cover letter, CV, and list of five references. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Please direct inquiries, nominations, and application materials to:

Julie Holley, Search Manager & Senior Executive Search Consultant

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Itza Walters, Senior Executive Search Consultant

itzawalters@greenwoodsearch.com

Web: greenwoodsearch.com/

Texas A&M University is committed to enriching the learning and working environment for all visitors, students, faculty, and staff by promoting a culture that embraces inclusion, diversity, equity, and accountability. Diverse perspectives, talents and identities are vital to accomplishing our [mission](#) and living our [core values](#).