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## CREATIVE DIRECTOR

### OUR COMMITMENT

Texas A&M University is committed to enriching the learning and working environment by promoting a culture that respects all perspectives, talents & identities. Embracing varying opinions and perspectives strengthens our core values which are: Respect, Excellence, Leadership, Loyalty, Integrity, and Selfless Service.

### WHO WE ARE

The Division of Marketing & Communications tells the story of Texas A&M and promotes and protects the Texas A&M brand. We achieve our goals through:

- Messaging - We work with peers across campus to develop, distribute and assess messaging about Texas A&M's global impact in preparing future generations of leaders and improving lives through discovery and outreach.
- Branding - We maintain the University Brand Guidelines and provide tools and resources for our campus partners.
- Brand Oversight - We oversee licensing, trademark management and corporate business development relationships to maximize their commercial benefit to the university.

For more information, please visit us at <https://marcomm.tamu.edu/>

### WHAT WE WANT

The Creative Director, working in conjunction with the Executive Director of Brand & Creative Services, will lead the day-to-day operations of the centralized team of creative professionals within Texas A&M's Division of Marketing & Communications. The director will provide guidance, design direction and design resources to stakeholders across the university to support and maintain consistent branding and voice when telling Texas A&M's story. The director will manage a large team of design professionals and work collaboratively with clients across the campus community, including colleges, departments, student organizations and marketing & communications visual media, digital, news and web teams. They will also oversee the campus creative project portfolio, monitor progress and workflow, and identify and implement operational procedures to ensure high quality creative work to meet the strategic goals of Texas A&M and that is consistent with brand guidelines.



## WHAT YOU NEED TO KNOW

**Salary range:** Compensation will be commensurate to selected hire's experience.

**Cover Letter/Resume:** A cover letter and resume' are strongly recommended. You may upload these documents on the application under CV/Resume.

**Position Details:** Employees will supervise a team of graphic designers and creative managers.

### **Required Education and Experience:**

- Bachelor's degree or equivalent combination of education and experience.
- Ten years of experience in creative or design management or direction.

### **Required Knowledge, Skills, and Abilities:**

- Proven ability to design for print, web, and multimedia.
- Strong and proven design communication skills that apply to all media.
- Proficient with Macintosh systems and utilities.
- Mastery level skills on the current Adobe Creative Suite including In Design, Photoshop, Illustrator, Acrobat.
- 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 Qualifications:**

- Degree in marketing, design, visualization, communications, or related field.
- More than ten years of relevant experience in design with emphasis on art direction in a busy, deadline-driven environment.



- Experience with leading creative strategy, design, and implementation of a variety of creative marketing deliverables while working within brand guidelines.
- Experience in project management from conception to delivery in a timely manner, on budget, and in collaboration with others.
- Experience leading a creative team within a large organization a plus.
- Strong leadership skills.
- Advanced proficiency in visualization and graphic design software.
- 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.
- Knowledge of marketing strategy and measuring effectiveness of creative work using metrics and KPIs.

**Responsibilities:**

- **Operational Management-** Leads the lead the day-to-day operations of the centralized team of creative professionals within Texas A&M's Division of Marketing & Communications. Develops creative approaches and efficient workflows to streamline the creation of high-quality creative work to support university marketing goals and objectives. Provides direction and professional development for a team of creative managers and graphic designers. Hires, trains, supervises, and evaluates creative professionals to align with Division goals and objectives. Supervises creative teams to contribute to effective workflow and management in collaboration with the other teams within the Division of Marketing & Communications. Assists creative managers to balance workloads and production timelines to ensure deliverables are produced on time using available resources. Standardizes a design template system to provide tiered levels of design support to campus stakeholders. Oversees the curation and management of a university brand hub to house shared creative assets across the Division.
- **Creative Direction & Brand Oversight-** Provide guidance, design direction and resources to ensure that all creative work produced by the Division is consistent with university brand guidelines, and aligns with priorities, goals and objectives set forth by Division leadership. Collaborates with internal and external stakeholders to evaluate and make recommendations for creative and marketing needs. Engages in and/or directs the planning, designing, production, and dissemination of high-quality creative assets as needed for marketing collateral.



- Campus-Wide Collaboration- Serves as liaison and provides creative guidance to the university community. Makes creative presentations to the Division as needed. Works with procurement services team and trademarks and licensing team to ensure brand consistency across printed materials (university stationery) and some products (apparel and promotional items). Serves as the Division creative lead on various university, division, and departmental committees.
- Industry Trend Awareness- Maintains awareness and knowledge of current design trends and technology advances specific to online and hybrid higher education. Participates in training and professional development sessions. Performs other duties as assigned.

Greenwood/Asher & Associates, LLC is assisting Texas A&M University in this search. Applications and nominations are now being accepted. Please direct inquiries and nominations to:

Julie Holley, Associate Vice President of Executive Search

[julieholley@greenwoodsearch.com](mailto:julieholley@greenwoodsearch.com)

850-687-5104

## **APPLY HERE**

*Instructions to Applicants: Applications received by Texas A&M University must either have all job application data entered or a resume attached. Failure to provide all job application data or a complete resume could result in an invalid submission and a rejected application. We encourage all applicants to upload a resume or use a LinkedIn profile to pre-populate the online application.*

*All positions are security-sensitive. Applicants are subject to a criminal history investigation, and employment is contingent upon the institution's verification of credentials and/or other information required by the institution's procedures, including the completion of the criminal history check.*

*Equal Opportunity/Affirmative Action/Veterans/Disability Employer committed to diversity.*

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