

Position:

Art Director

Office of Marketing & Communications

Summary:

Spring Hill College is seeking a highly collaborative, talented individual to join the Marketing Communications team in its quest to enhance the reputation, support the brand and advance the mission of Spring Hill College.

The Art Director will serve as a key member of Spring Hill College's Marketing and Communications team, and the individual selected for the role will lead visual brand management as well as oversee visual creation, production and integration of creative assets produced for various communications and platforms.

The ideal candidate will possess experience with developing, managing and executing strategic and tactical marketing initiatives and should possess both design, video and editorial skills. Experience with mentoring others on brand advocacy and a mastery of developing effective visual content for digital media and advertising are essential.

Description of Duties/ Responsibilities:

Primary responsibilities

In partnership with the chief marketing officer, develops strategic communications and design concepts that meet the business objectives, serve the strategic priorities and mission of the organization and advance the college's brand, marketing and public relations strategies.

Ensures projects undertaken on behalf of the college are on strategy, on budget, and on schedule.

Manages centralized project calendar, schedule and reporting for creative deliverables to support content and creative visibility, transparency and brand governance.

Conducts a content and creative audit and inventory to create a centralized content and creative asset library.

Maintains external vendor relationships as services are requested or required.

Serves as the primary designer for the college magazine (produced one to two times per year).

Manages the production of evergreen content—from concept through execution—for delivery across a wide variety of vehicles and channels.

Co-owns and co-manages requirements definition, selection and implementation of all

content- and design related technologies.

Secondary responsibilities

Attends college and community functions as a representative of Spring Hill College as Appropriate.

Serves on ad hoc administrative committees that may occasionally be treated for specific projects or activities.

Required Knowledge, Skills and Abilities: Individuals must possess the following knowledge, skills, and abilities or be able to explain and demonstrate that the individual can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education.

Exceptional project management skills.

Professional experience developing, managing and stewarding the visual brand assets for an organization, preferably one in higher education.

Expert-level proficiency with design methods and software, i.e., Adobe InDesign, Illustrator and Photoshop; hands-on design skills.

Experience and proficiency with video editing software, i.e., Adobe Premiere and After Effects.

Proficiency with AP editorial style guidelines a plus.

Mastery of visual storytelling.

Demonstrated success with defining, implementing and optimizing a creative strategy.

Exceptional writing and editing skills, particularly as they apply to translating strategic and business goals into visual deliverables.

Proven experience with building consensus via collaboration across all areas and functions and leading others through influence.

Experience with using and capitalizing upon an integrated marketing communications approach to creative work — must have proven experience with leveraging content across multiple platforms and environments, from traditional publishing platforms to digital (web, social and mobile)

A clear understanding of digital content strategy.

High performing, high energy self-starter with a remarkable degree of initiative and with the proven ability to work both independently as well as a member of a team in an iterative, fast-paced, deadline-driven environment.

Creative and flexible thinking, an open mind, and good problem-solving skills.

Ability to interact both diplomatically and decisively.

Qualification Standards:

Education: BA/BS/BFA degree, preferably with an area of concentration in graphic design or visual communication.

Experience:

- Experience in the management of the production, execution and measurement of creative content.
- Leadership/management experience.
- Professional experience as a member of a public affairs or marketing team in a higher education setting, preferred but not required.
- Professional experience with mentoring team members on visual branding, brand management and visual storytelling B2B and B2C content experience.
- Experience that meets or exceeds the levels set forth in Required Knowledge, Skills, and Abilities, above.

Other Considerations:

Hiring process includes, e.g., a criminal history background search.

This person is considered a responsible employee in accordance with College Title IX Policies.

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. AN EQUAL OPPORTUNITY EMPLOYER.

Position is open until filled. To be considered for this role:

In addition to submitting a cover letter and current resume to lbarton@shc.edu, all applicants must submit a link to their online portfolio, which should contain:

- a) 3-5 examples of their design work that best illustrates their qualifications for this role as well as written detail on the actual work completed on each project. (Design, art direction, etc)
- b) An example of a creative brief written and executed by the applicant.