



Classification Description

Job Title: Manager, Creative Assets and Brand Management

Pay Grade: 118

Job Code: 4193

FLSA Status: Exempt

Job Purpose

The Manager, Creative Assets and Brand Management is responsible for leading and coordinating a team of videographers, graphic designers, and student communications professionals to create internal and external communications. This role will ensure the development and execution of impactful visual content that aligns with the College's brand identity and effectively communicates its mission, values, and programs to the target audience.

General Responsibilities

Essential Functions

Team Leadership and Management

Provides guidance, mentorship, and performance feedback to videographers, graphic designers, and student communications professionals.

Fosters a collaborative and creative work environment, encouraging team members to excel in their respective roles.

Coordinates workflow and assignments, ensuring timely delivery of high-quality visual assets.

Conducts regular team meetings and facilitate training sessions to enhance skills and knowledge.

Brand Identity Management

Develops, implements, and maintains the College's brand guidelines and visual identity, ensuring adherence across all visual assets and communications.

Collaborates with the team to ensure consistent and impactful visual representation of the College's brand in various media channels.

Oversees the development and execution of creative campaigns that align with the College's brand strategy and objectives.

MANAGER, CREATIVE ASSETS AND BRAND MANAGEMENT

Oversee all on-campus digital signage and collaborate with appropriate departments on physical signage.

Creative Asset Development

Collaborates with videographers, graphic designers, and student communications professionals to create visually compelling content for a range of digital and print materials.

Provides creative direction and guidance, ensuring that all visual assets are consistent, engaging, and aligned with brand standards.

Reviews and approves design concepts, ensuring they effectively convey key messages and resonate with the target audience.

Remains up to date with design trends, emerging technologies, and industry best practices, bringing innovative ideas to enhance visual content.

Visual Content Management

Oversees the organization, archiving, and accessibility of the College's visual assets, ensuring efficient use and retrieval.

Collaborates with videographers and photographers to plan and coordinate visual content production for various initiatives and events.

Sources and curates high-quality visual content from internal and external sources, ensuring it aligns with brand standards and meets communication objectives.

Cross-Functional Collaboration

Collaborates closely with the marketing and communications team to convey campaign objectives and align visual with content strategies.

Liaises with stakeholders across departments to ensure accurate representation of programs, initiatives, and events through visual assets.

Coordinates with external agencies and freelancers as needed, providing direction and ensuring deliverables align with brand guidelines.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

MANAGER, CREATIVE ASSETS AND BRAND MANAGEMENT

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree in graphic design, visual communication, marketing, or a related field.

Five (5) years of full-time professional work experience in brand management, graphic design, video production, or a similar creative role. Appropriate combination of education and experience may be substituted.

Strong leadership and team management skills, with the ability to inspire and guide a creative team.

Proficiency in industry-standard design software (e.g., Adobe Creative Suite) and video editing software (e.g., Adobe Premiere Pro, Final Cut Pro).

Excellent understanding of branding principles, visual communication, and design aesthetics.

Strong project management skills, with the ability to prioritize tasks and meet deadlines in a fast-paced environment.

Effective communication and collaboration skills to work with cross-functional teams and stakeholders.

A portfolio demonstrating a diverse range of design work and the ability to deliver high-quality visual assets.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

MANAGER, CREATIVE ASSETS AND BRAND MANAGEMENT

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: September 18, 2023.