Job Description

Job Title:	Director, Creative Services
Department:	Creative Services, Marketing and Strategic Initiatives
Reports To:	Associate Vice-President, Marketing and Brand Strategy
Jobs Reporting:	Multimedia Design Manager Intermediate Designer Communications Design Specialist(s) Team Project Coordinator(s) Digital Design Specialist Temporary Project Coordinator Casual staff
Salary Grade:	USG 13
Effective Date:	March 2021

Primary Purpose

The Director, Creative Services will oversee all creative aspects of the brand. Working with key stakeholders across the organization, they are responsible for elevating the University of Waterloo brand across the touchpoints while leading, mentoring and inspiring an in-house team of passionate creatives including: graphic design, digital and web design, and video specialists. Leading with creativity and curiosity, building and executing on brand guidelines, leading creative marketing campaigns and execution, and ensuring an exceptional level of consistency and quality is accomplished.

Working closely with University leadership, faculty and departments, the Director, Creative Services will determine the creative vision of a brand or project and will manifest that vision through a strategic approach that includes digital, print and video resulting in integrated campaigns tailored to appeal to the specific audience.

Key Accountabilities

Creative and strategic direction, managing the University's visual identity

- create or spearhead the initial concepts of a project and the idea behind them to ensure collaboration and buy-in of these concepts by stakeholders
- work with internal partners to create products using the most current industry best practices
- anticipate any problems that may impede a project from completing on time and provide/implement solutions
- lead brainstorming and creative sessions to generate ideas
- provide input to clients by encouraging well-crafted copy that meets the client's needs as well as all Waterloo brand guidelines. Collaborate and negotiate with clients to amend ideas and concepts that are reflect their ideas yet meet all Waterloo brand guidelines.

- pitch and produce design concepts to initialize a project to meet project objectives. This includes a general concept with a rough layout that may include sketches or digital illustrations.

- establish timelines
- involved in every aspect of a collaboration from the idea phase, implementing concepts, guidelines and strategies to the project execution
- work closely and frequently with artists, photographers, videographers, animators, writers, designers, marketing and communications internal and/or external experts
- make important upper-level managerial and creative direction decisions
- cast vision, form concepts and pilot design philosophy
- ensure designs and content reflect consistency and positively the brand image and University's values
- map out future plans to meet the University's goals and objectives
- manage a project from start to finish including all levels of execution
- clearly explain how to maintain UWaterloo brand image, how to execute design process for each project and to ensure all work is reflective of the University and clients in tandem
- choose and approve all creative work including videos, animations, photographs, artwork, graphics and designs
- create and execute a publication, product or campaign style guides
- present work to clients and direct changes to a project direction as needed
- ensure projects are developed within scope, on budget and meeting deadlines
- oversee photo and video shoots
- select external suppliers when necessary
- sign-off on every project before they are presented to clients

Creative leadership, collaboration and outreach

- lead, mentor and inspire others, motivate a team of graphic designers, artists and videographers, as well as casual staff/vendors that include graphics designers, writers, illustrators, video production etc.to foster a positive and creative work environment
- shoulder the responsibility of the quality and completion of all work projects assigned to the creative team
- participate in and provide regular opportunities for professional development and growth for the creative team
- recognize, nurture, encourage and protect staff "good ideas"
- serve as the liaison between Marketing & Strategic Initiatives marketing team and the University Communications team
- establish and maintain positive relationships within and among University Relations and its primary stakeholders, both internal and external, and identify opportunities for internal collaboration and consultation with faculties and departments on creative direction and opportunities, creative planning and execution of creative opportunities
- spearhead the introduction new software, approaches, project types
- manage client relationships and be the campus go-to person for creative brainstorming

- build collegial relationships based on trust and mutual respect that is critical to the effectiveness of this role

Financial Management

- accountable to plan, monitor and oversee the annual Creative Services budget including salaries and operating budget (2020-21 $765,000)
- provide oversight for the planning and preparation of Creative Services' multi-year view and annual operating budget
- signing authority up to $50k
- oversee Creative Services department Purchasing Card (P-card) including approval for purchases and ensuring correct account is assigned
- approve all Creative Services financial transactions and ensure assigned to correct account
- ensure all Creative Services invoices are paid, unpaid invoices are tracked, lost design jobs are reconciled and rectified
- work with the Financial Officer to ensure all University financial policies and procedures are adhered to
- manage business processes and project management software (Function Point) to ensure financial integrity, including interfacing Function Point with the University's financial systems to provide Finance with monthly invoices
- oversee Independent Contractor Determinations (ICON) for Creative Services to ensure the identification of workers (individual, partnership or corporation) is determined to be an employee or an independent contractor for income tax purposes in accordance with the Canada Revenue Agency (CRA) employment classification guidelines and legislation.
- oversee reconciliation of Creative Services financial accounts

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Bachelor's degree or equivalent in art, fine arts, graphic design, marketing or another design-related field

Experience

- 8+ years of experience in a creative
- Experience as a creative leader on a brand, with a focus of innovation, digital and holistic brand marketing
- Created and led award-winning integrated marketing campaigns
- Experience designing, and driving a campaign vision from end-to-end

Knowledge/Skills/Abilities

- Skills:

- Creativity: have innovative ideas and the ability to visualize a design or a campaign. Develop creative solutions across multiple channels with consistency and convey it in a visual and meaningful way. Must be able to create concepts for others to work on.
- Leadership: manage and instruct a team of artists and creative staff and oversee a project through all its stages. Motivate their team to have creative freedom and come-up with original designs. Strong feedback, coaching, and relationship building skills.
- Communication: must be able to communicate their vision for a project. Must be an effective collaborator with the ability to listen closely to a client's design goals.
- Time management: ability to work on tight deadlines, manage multiple projects at once.
- Ability to keep staff and designs on track and multi-task effectively
- Big picture thinker with an eye for details
- Fine-tuned analytical skills. Complex problem-solving ability and always solution-oriented.
- Open to other people's opinions and concepts
- Humility, perspective, openness and resolve
- Good comfort level interacting with high-profile clients
- Professional business skills such as negotiation/collaboration, project management and leadership
- Software programs such as Adobe InDesign, Illustrator and Photoshop, tracking and planning software such as Function Point, Airtable and Finance and budgeting applications such as Excel, Concur, Unit 4, Workday
- Outstanding leadership skills to train, guide and lead staff
- Confident presentation skills to pitch and explain creative ideas
- Comfortable dealing with multiple projects in parallel
- Web design experience an asset

- Abilities:
  - Innovative, energetic
  - Ability and mindset of wanting to understand even the smallest piece and look beyond the normal details to create something more thoughtful and impactful
  - Professional judgement to manage day-to-day details of all projects
  - Ability to create storyboards or translate ideas to the creative team
  - Ability to excel in a fast-paced environment characterized by changing priorities and short deadlines
  - Flexibility to adapt to unexpected and time sensitive demands
  - Ability to make decisions with good judgement and with acute sensitivity to the political environment and to the reputation of the University
  - Ability to participate in ongoing professional development opportunities

- Knowledge
  - Must have a keen awareness of current trends in advertising and print/digital design
  - Extensive knowledge of design and relevant software is vital
  - Familiarity with video production is an asset

Nature and Scope

- **Contacts:** Interacts with colleagues at all levels across the University to develop trust, rapport and promote collaboration. Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall University creative direction and brand.

- **Level of Responsibility:** The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of creative direction across traditional print, digital and video platforms. The incumbent will bring innovative approaches and new concepts to creative design.

  The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing strategies across both traditional and digital platforms within a highly complex institution and competitive marketplace and the role of marketing in achieving the University's stated goals.

- **Decision-Making Authority:**
  Responsible and accountable for developing the priorities for Creative Services in collaboration with colleagues and making recommendations for changes with consultation with the AVP MBS as appropriate.

  The position will influence high-value decisions that have significant consequences on the reputation of the University and on the campus community and on the achievement of the University's goals as outlined in the University of Waterloo Strategic Plan.

- **Physical and Sensory Demands**: Minimal demands typical of a position operating within an office environment.

- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of the institution can be expected of this role.