ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Director of Creative Services

DEPARTMENT: Development and University Relations

Fordham University seeks a Director of Creative Services to lead a talented in-house creative team in strategic problem solving and storytelling across media platforms in both print and digital. The Director of Creative Services will be the University’s brand champion and steward, ensuring cohesion and alignment across Fordham’s 9 schools and 3 campuses and enhancing the University’s brand awareness among its constituents to support enrollment and fundraising.

The position reports to the AVP for Marketing within the Development and University Relations (DAUR) division of the University and will play a leadership role within the University Marketing and Communications (UMC) unit.

RESPONSIBILITIES:

- Develop and maintain strong visual brand identity guidelines and work to disseminate and promote across the University and ensure that all creative collateral for the University supports the institution’s strategic goals and brand identity.
- Manage an internal creative team, as well as external agencies, to develop creative, including advertising, video, photography, websites, brochures, direct mail pieces, etc., that enhances the University’s reputation in the marketplace and meets the needs of its partners/clients.
- Assist in organizing and managing a departmental workflow and reinforce a project traffic process to ensure timely delivery and efficient use of resources.
- Work collaboratively with cross-functional areas within UMC, including marketing, online communications, media relations, news, and editorial to ensure best-in-class creative thinking, quality and execution.
- Serve as a creative consultant for key divisions within the University, including Development and University Relations, Enrollment, Academic Affairs, Mission Integration and Planning, Student Affairs, and the President’s Office.
- Continue hands-on designing, creation and art direction for a portfolio of University projects.

QUALIFICATIONS:

- Bachelor’s degree in art, visual communications, graphic design or related area.
- Minimum of 8 years of design experience in an agency or in-house marketing department producing traditional, digital and experiential campaigns, as well as print collateral.
- Minimum of 3 years in a creative management role with success leading and mentoring a team of creatives in support of client needs that are consistent with brand strategy and visual identity guidelines.
- Strong working knowledge of advertising, the various media used - traditional media as well as web, mobile, social, and other new media - copywriting, production, ad placement, media planning, and campaign evaluation.
- Deep understanding of emerging design trends and technology platforms that support digital marketing and user experiences, as well as creative print marketing, including universal design and accessibility.
- Excellent interpersonal, communication, and presentation skills and an exceptional ability to give positive and constructive feedback.
- Strong client management skills. Strong prioritization, project management, analytical, and organizational skills.
- Comfort with a fast-paced environment in which multiple projects and tasks need to be worked on simultaneously, and time-sensitive deadlines need to be met.
- Willingness to learn and champion Fordham’s Jesuit and Catholic mission and identity

STARTING DATE: ASAP

SALARY: Commensurate with experience.

SEND LETTER & RESUME: Donna Lehmann, Dlehmann1@fordham.edu

Fordham University is committed to excellence through diversity and welcomes candidates of all backgrounds.
Fordham is an Equal Opportunity Employer – Veterans/Disabled and other protected categories