

Director of Creative Services

The Director of Creative Services is the in-house, marketing agency leader guiding and managing the multimedia design, marketing, copywriting/editorial, and photography services in the production of engaging, creative solutions and inspiring marketing resources and materials for Hampton University, its colleges, schools, department, and partners.

(S)/He is responsible for the Hampton University visual voice, including development, oversight and enforcement of brand guidelines. This position is responsible for visually illustrating campus life, overseeing the production of publications and multi-media presentations for promotional use by the University. (S)/He manages standard photographic services for the university community including still photography, printing for web, social media, and publication uses while maintaining a library of photographic images for use in promotional publications, PowerPoint presentations, videos, billboards, and digital displays.

Duties and Responsibilities:

- Oversees implementation of the University's visual identity by both internal and external audiences.
- Maintains integrity of the institution's visual identity program, ensuring all visual communications comply with brand guidelines and university policy.
- Oversees design and production of institutional projects, printed programs, brochures, and elements of materials for signature and special events.
- Directs and monitors scheduling of individual projects and balances the schedule to meet demands of University marketing projects.
- Serves as liaison to the University community, advising on graphic design, assessing, accepting and assigning projects to student designers and vendors.
- Maintains effective relationships with vendors to facilitate smooth production of projects and adherence to University visual identity standards.
- Serves on campus committees to add design and visual identity expertise to event and long-term campus planning for individual units and the institution as a whole.
- Receive and review reports on the progress of our communications campaigns.

Qualifications:

- Expert proficiency in managing and delivering multi-media content, including logo identity, advertisements/flyers, webpages, charts, graphs, infographics, and other visual aids.
- Expertise in design software, programs, equipment and technology, including Adobe Creative Suite (i.e., InDesign, Photoshop and Illustrator), Canva Visual WorkSuite and Docs, and Microsoft Office Suite (i.e., PowerPoint, Excel, Publisher, and Word), and digital subscription services such as Getty Images.
- Expert proficiency and demonstrated integrated marketing project management skills.
- Ability to set and meet long-term project deadlines while adapting to immediate demands.
- Ability to foster a cooperative work environment.
- Ability to work effectively with a wide range of constituencies in a diverse community.
- Ability to represent the Division or chair committees, councils, and task forces.

Requirements:

- Bachelor's degree in Graphic & Multi-Media Design, Broadcast Journalism, or a related field such as Public Relations or Marketing.
- Design portfolio required.
- 5 years of work experience.

Preferred Qualifications:

- Educational and/or professional experience at R1 University.
- Direct experience in organizational and cultural change.
- Direct experience in a technology-driven environment.
- Direct experience working with government, research, fundraising, non-profit, and/or higher education audiences.

To Apply:

Please submit a cover letter, resume, and a completed Application for Educational Support Staff Employment either via email at HROFFICE@hamptonu.edu or fax to (757) 727-5969:

Office of Human Resources
Hampton University
Hampton, VA 23668

*****No phone calls***

*****Incomplete applications will not be considered***