

Assistant Director, Creative Services

Summary: The Assistant Director of Creative Services maintains and enhances Queens' brand image through the design and projection of print and digital content. This position conceptualizes, creates and produces creative assets for a wide variety of media including brochure-ware, mass media advertising campaigns, digital ads, audio/visual and other collateral. *This position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay or compensatory time off for additional hours worked.*

Essential Duties and Responsibilities

- Provide art direction to graphic design freelancers, and design a full range of print collateral and digital assets
- Partner with executive director of marketing to develop concepts for mass media campaigns, print and digital ads, alumni solicitations, and other integrated marketing initiatives; familiarize oneself with the annual advertising plan
- Oversee the university's photography needs, including the overall scope, capture and maintenance of professional freelance photographic assets
- Lead project management efforts for the creation of long- and short-form videos in collaboration with freelance video partners and executive director of marketing
- Manage the annual budget for photography and video needs
- Serve as art director and lead designer for the bi-annual production of Queens magazine; work closely with SPARK Publications to oversee page design and layout for Class Notes
- Work with marketing team and campus clients to develop multi-channel creative solutions
- Enforce Queens' brand identity and visual standards
- Onboard new graphic design freelancers by reviewing brand guidelines
- Select, hire and supervise the graphic design intern, providing challenging development opportunities and meaningful feedback
- Provide exceptional service to clients by meeting given deadlines, proactively communicating

Secondary Duties and Responsibilities

- Other duties and special projects may be assigned to meet department and/or university goals

Experience, Knowledge & Skills Required

- Five to seven years of experience in graphic design, with demonstrated strong technique, creativity and style
- Highly creative with extensive knowledge of the Adobe Creative Suite
- Solid understanding of typography, color, line, composition and design
- Basic skills in photography, videography and video editing
- Previous experience with Basecamp project management software is a plus
- Ability to quickly establish and maintain strong rapport with students, employees, external vendors and constituents throughout the university
- Exceptionally strong verbal and written communication skills

- Excellent organization and time-management skills – being able to manage multiple projects simultaneously in a fast-paced environment
- Self-starter with high attention to detail who can work with minimal supervision
- Ability to thoughtfully present and explain creative ideas to non-designers
- Bachelor’s degree in graphic design or related field or equivalent combination of education and experience

Application Process

Qualified candidates should submit the documentation listed below via email to **hr@queens.edu** in (.doc) or (.pdf) format. Incomplete applications will not be considered. Include the following:

1. A cover letter addressing the position qualifications, experience, and interest
2. Current résumé
3. Salary requirements
4. Contact information for three professional references.

Be sure to include “**AD-CREA**” and **YOUR NAME** in your email Subject Line.
(**Example:** AD-CREA Jordan Washington)

Submissions received by January 14, 2022, will receive first consideration. Queens will continue to accept submissions until the position is filled.

About Queens University of Charlotte

Located in the heart of the nation’s second fastest growing metropolitan area, Queens University of Charlotte leverages the city’s diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non-profit, and community organization sectors.

Because of our history of innovation and our legacy of strong leadership, **Queens is positioned to be among the new forerunners of American higher education.** This is a defining moment for Queens. While other institutions are focused on sustaining and surviving, we are thinking much bigger. Institutions that understand what is needed and are willing to reimagine what is possible can position

themselves to thrive and strengthen their market position after the pandemic with innovative approaches that are deeply connected to the world and its greatest challenges.

By 2030, **Queens aspires to become the leading, private, national university of Charlotte** with deep, meaningful, and reciprocal connections to the needs of our local community and economy; inventive and multidisciplinary academic programs that are connected to the world's most pressing challenges and biggest areas of opportunity; a fully connected, integrated, and innovative set of experiences that support holistic wellness and wellbeing; a culture of continuous improvement and investment that enables faculty and staff to flourish and achieve their full potential; and a comprehensive approach to diversity, equity, and inclusion that begins on campus and radiates throughout the community.

Benefits

Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222.

Physical Requirements (*with or without reasonable accommodation*) require ability to

- Remain in a stationary position, most of the time.
- Exchange accurate information with co-workers and clients, frequently.
- Read reports, create presentations, use a computer system, most of the time
- Communicate with co-workers, clients and vendors, most of the time.
- Write, type, and use the computer, telephone, copier, and other office equipment systems, most of the time.

- Move about inside the workspace to access resources and office equipment, and attend meetings across campus, regularly.
- Exert moderate force to move objects, occasionally.
- Think critically, concentrate on the task at hand, and respond quickly to changes in conditions, most of the time.

Work Conditions

- Must be willing and able to work a flexible schedule to meet requirements of the position, including occasional nights or weekend work.
- Must be able to work in office environment while having contact with faculty, staff, parents, students, donors, service providers and vendors on any given day.
- Work has deadlines, multiple interruptions, high volume and can be stressful.

Nothing in this job description restricts the university's right to assign or reassign duties and responsibilities to this job at any time; this description reflects the university's assignment of essential functions, it does not proscribe or restrict the tasks that may be assigned; this job description is subject to change at any time.