

# The Southern Baptist Theological Seminary

## Position Description

**Position Title: Creative Director**

**Department: Communications**

**Position Code: E0453**

**Date Prepared: 8/1/17**

**FLSA Status:**  Exempt  Non-Exempt

Full Time: Yes  No

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### **JOB SUMMARY:**

The Creative Director supervises all creative projects and oversees the quality of printed and online material created by the Communications department, directing layout, design, and copy writing; determining and monitoring production schedules; providing work direction to staff and ensuring that visual communication standards are met across various mediums.

### **ESSENTIAL JOB FUNCTIONS:**

The employee in this position will have the following essential job functions:

- Supervises all creative projects and oversees the quality of all creative pieces produced by the institution
- Develops creative solutions to promote the seminary's objectives
- Helps translate marketing objectives elaborated by the Marketing Director into creative strategies and actions
- Accomplishes work requirements by orienting, training, assigning, scheduling, and coaching employees
- Meets work standards by following production, productivity, quality, and customer-service standards; resolving operational problems; identifying work process improvements
- Determines production requirements by reviewing client requirements; considering scheduling factors
- Determines production schedule by conferring with heads of art, copy writing, and production
- Determines project content by reviewing and approving art and copy materials developed by staff
- Improves quality results by studying, evaluating, and re-designing processes; recommending changes to art, copy writing and production departments
- Researches, recommends and implements tools that will help increase department creativity, quality and efficiency
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations

Performs other duties as may be assigned by supervisor.

**EDUCATION AND EXPERIENCE:**

Due to the nature of this management position, a four-year college degree or equivalent in graphic design, advertising or marketing and a minimum of two years working experience is required.

The Creative Director should possess leadership, communication and problem-solving skills—including project management, fostering teamwork, positioning, organization, coaching, promoting process improvement, being proactive, developing creative standards, productivity, creative thinking and problem solving. The person in this position should also demonstrate the ability to work under pressure and to influence, negotiate, and resolve conflicts with confidentiality and honesty.

**SUPERVISION:**

The person in this position will supervise graphic designers, an account executive, a photographer, and a production coordinator.

The person in this position will report to the Vice President for Communications.

**WORK ENVIRONMENT:**

The person in this position will work in a typical office environment.

**EQUIPMENT:**

The person in this position will use the following equipment: iMac with design and project management software.