



ASC CREATIVE DIRECTOR

Marketing & Communications

DESCRIPTION

The Creative Director will serve as a key member of the marketing team responsible for leading the development and execution of ASC's creative vision, creative strategies and voice, messaging, and imagery to the Student Body, Faculty, and Community. Through a profound understanding of the George Fox Student and an acute perception of where trends are pointing, you will provide and assist with creative guidance, exceptional ideas and creative leadership. You will assemble, motivate and manage a small team of highly talented creative specialists who deliver exceptional graphics, photography, and film, expressed across print, web, mobile, events, social media and other new and emerging mediums. The expectation and challenge is to consistently be in a place of learning and growing.

QUALIFICATIONS

- Pursuing Degree in Design, Marketing, or related
- Experience in Branding with proven ability to incorporate creative principles
- Proven experience in art & design; creatively minded
- Demonstrated leadership ability to manage, lead, and inspire a team
- Presentation and speaking skills
- Flexible and adaptive
- Experience with directing multiple projects with competing resources and deadlines
- Computer proficiency (know Adobe Creative Suite)
- A passion for servant leadership
- A passion for learning and growing

Applicants must be full-time students (minimum of 12 credit hours) in good standing with George Fox University for the duration of the time they hold their position. A minimum cumulative GPA of 2.5 is required at the time of application and must be maintained for the duration of the position.

RESPONSIBILITIES

- Be a creative force within ASC as it relates to brand, event marketing, digital messaging, and imagery
- Collaborate closely with the VP of Marketing and Communications for creative direction

APPLY ONLINE – ASC.GEORGEFOX.EDU

- Work with Marketing Director and VP of Events to ensure that only the best ideas are implemented and consistent strategies are applied
- Innovate fresh new initiatives to keep the George Fox ASC brand vibrant, relevant and exciting
- Help direct the creative function so the environment, culture, team, capabilities, tools, process, expectations, work style and other elements support the strategic goals and brand of ASC
- With oversight of the Graphic Design team and in partnership with marketing director, you will develop design briefs, process and strategies that ensure creative excellence and compelling communication that meet ASC objectives
- You'll ensure consistency and quality meets all ASC brand design and creative standards.
- Your responsibilities will include team building, mentoring and coaching staff and direct reports, budget management
- Meet with creative team (graphic designers, photographers, and videographers) once a week
- Meet with VP of Marketing & Communications once a week

TIME COMMITMENT

- 10-15 hours weekly (including nights and weekends)
- For payment inquiries, visit the ASC offices