



Classification	Administrator
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MANAGER, CREATIVE JOB DESCRIPTION

NATURE & SCOPE OF WORK

Reporting to the Director, Marketing & Digital Experience (MDX), the **Manager, Creative** is an established creative professional with experience in developing and delivering inspiring and impactful experiences across a variety of platforms, formats, and styles. This role leads high impact creative initiatives and oversees content production for the University. The Manager, Creative is responsible for mentoring a high-performing creative team and executing a winning content strategy through content production operations across web/mobile, video, social, experiential, and print platforms.

The Manager, Creative will leverage solid leadership capabilities and clear communication skills to successfully partner with internal units and vendor partners. This role will curate and deliver compelling content, all while ensuring solutions are timely and aligned with the University's and department's strategic goals.

Critical to the role is collaborating with the Manager, Marketing to translate key business and marketing objectives into effective creative solutions. The incumbent demonstrates strong creative direction, editorial judgment, tact and diplomacy, and the capacity to manage a diverse team and meet multiple deadlines.

ILLUSTRATIVE EXAMPLES OF DUTIES

1. Content Strategy

- Uses content to increase awareness of the University, bolster its reputation as an institution, and optimize its conversion rates.
- Creates a content strategy that aligns with the department's overarching marketing strategy.
- Develops, implements, and maintains brand guidelines, scalable content and messaging models, and content development plans.
- Collaborates with creative and marketing team members to identify opportunities that will translate into compelling content across platforms.
- Measures metrics and key results to improve content and project deliverables.
- Develops standards, processes, and best practices for innovative content creation, distribution, and repurposing.

2. Creative Production

- Oversees conceiving, execution, and delivery of content in a variety of formats (narrative, text, audio, animation, photography, video, design, and illustration) and for various platforms (web/mobile, social, and digital, print, experiential).
- Acts as the lead editor of the University's digital storytelling platform, Capsule, which includes overseeing Capsule's digital experience and implementing continuous optimizations.

- Leads the creative production and delivery of high-priority projects including strategic initiatives and multi-channel campaigns.
- Partners with IT to execute digital solutions for capilanou.ca, implementing information architecture and user experience improvements including (not limited to): site structure, page/component designs, navigation, and information design for the University's web site and associated digital properties.
- Maintains a production calendar, manages multiple projects, and schedules to meet deadlines.
- Researches and improves production processes, operations, and deliverables.

3. Collaboration & Communication

- Builds strategic partnerships with IT, communications, and other administrative and academic teams to implement and distribute content across the institution's platforms; finding ways to integrate content with other publications/partners where appropriate.
- Coordinates internal resources and third parties/vendors on the flawless execution of projects.
- Partners with the Manager, Marketing to develop and implement data-based optimizations to improve the performance of content across channels.
- Manages web and creative agency partners to ensure their work aligns with the University's strategic objectives and adheres to design standards.
- Researches and liaises with outside contractors including managing RFPs, evaluating proposals, managing short-term hires, and awarding contracts.
- Reports and communicates shifts, issues, and successes with appropriate community members.

4. People Management & Department Support

- Plans, schedules, directs, evaluates, and supervises the work of the design, photography, videography, editorial and digital content professionals. This includes delegating, scheduling, and supporting all duties and deliverables.
- Mentors and leads a high-performing team of content creators and fosters an environment of continuous learning and professional development.
- Expands and enhances the University's brand by researching creative trends, technologies, and best practices in content production, including in higher education.
- Champions for the inclusion of accessibility requirements and techniques, and ensures diverse representation in all initiatives.
- Collaborates with the Manager, Marketing to proof all creative materials ensuring consistency, accuracy, and strategic alignment.
- Participates as a key advisor in the department's budget planning process, overseeing production spending and tracking.
- Serves as co-chair with the Director, MDX on the University's Marketing Council.
- Provides emergency publishing service to websites, as needed.
- Performs other duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, ABILITIES & SKILLS

- Demonstrated experience in visual branding, design, multimedia production, and content development processes.
- Demonstrated experience in creative storytelling for digital and print platforms.
- Proven understanding of photography, video production, social media, and digital technologies.

- Proven understanding of user interface design, user experience design, and web content strategy.
- Exceptional written, verbal, and oral communication skills. Understanding of journalistic writing techniques is an asset.
- Exceptional people leadership and administrative skills, demonstrating ability to direct, mentor, and inspire employees.
- Ability to establish and maintain effective working relationships with diverse employees, students, service providers and representatives, vendors, and the public.
- Ability to accurately analyze needs and translate marketing briefs into effective creative products.
- Ability to consistently manage and work on multiple projects and maintain production schedules to meet deadlines.
- Ability to manage plans and budgets for projects with accurate cost and time estimates.
- Strong project management skills in working collaboratively and independently on complex projects with multiple community members.
- Experience with HTML, CSS, Adobe Creative Cloud, and enterprise-level CMS.
- Passion for creativity and innovation as well as processes and operations.
- Strong customer service and commitment to quality with a collaborative approach.

REQUIRED TRAINING & EXPERIENCE

- Minimum of a four-year undergraduate degree in a relevant discipline such as graphic design, new media, interactive design, communications, journalism, media management, multimedia production or a related field.
- Five to eight years of work experience in content strategy and creative production, including design, multimedia production, digital and editorial content creation and maintenance. Post-secondary experience is an asset.
- Minimum of two years of experience managing and mentoring team members.
- Project Management Professional (PMP) certification or other project management training is an asset.
- Experience with agile methodologies and human-centred design thinking is an asset.