

## CITY OF GLENDALE

<b>TITLE:</b>	<b>Creative Services Manager</b>	<b>CLASS CODE:</b>	<b>457</b>
<b>REPORTS TO:</b>	<b>Deputy Communications Director</b>	<b>GRADE:</b>	<b>28</b>
<b>DEPARTMENT:</b>	<b>Marketing and Communications</b>	<b>FLSA:</b>	<b>E</b>
<b>JOB DESCRIPTION DATE: June 12, 2007 cm</b>			

### **JOB SUMMARY**

Manages and supervises the City's creative services functions from conception through completion, including promotional, advertising and marketing campaigns and other graphic design projects.

### **ESSENTIAL FUNCTIONS**

1. Plans, manages and supervises the activities of the Creative Services Division staff to consistently achieve high standards and enhance productivity levels throughout the division. Oversees and tracks division expenses in relation to the department's annual budget.
2. Manages creative services projects from concept to completion and translates marketing objectives into creative strategies.
3. Coordinates and participates in the creation, design and production of logos, advertising campaigns, and printed materials such as brochures, posters, fliers and signage for City departments; determines cost effective methods to meet the requirements and objectives of departments citywide.
4. Partners with internal department team to conceive and present new branding, marketing and advertising campaigns for the City. Develops and creates Glendale's image and brand advertising, as well as visitor services, tourism and marketing collateral, for all the "mega events" that Glendale hosts annually, both periodically and on one-time bases.
5. Generates high-level creative concepts and vision for projects, including branding and rebranding initiatives with the Creative Services team and collaboratively develops an appropriate creative strategy and approach for current and prospective client departments.
6. Participates in key meetings with department representatives to represent the Creative Services team and services. Ensures all creative deliverables are innovative, yet aligned with advancing City departments' objectives.
7. Produces presentations to support economic development efforts of the City Manager.
8. Develops the creative vision and provides direction when working with external freelancers, illustrators, photographers, interactive agencies, and others.
9. Understands and translates creative written briefs into compelling creative projects.
10. Proactively collaborates with internal department staff and other City departments to meet all project timelines and deliverables.
11. Determines computer and/or software needs for division based on work program and changing technology.
12. Assigns and tracks all projects in the Creative Services Division and provides status reports to supervisor.
13. Researches and determines materials needed, identifies need for contract services, develops specifications, RFP's, quotes and approves vendor selection to meet graphic needs; negotiates and works closely with vendors and printers.
14. Conducts press checks with outside vendors to ensure print specifications and quality standards are met.
15. Conducts stock photography research and purchasing and maintains photo library.
16. Plans, organizes and manages the work of students and volunteers assigned to the department.

## **SECONDARY FUNCTIONS**

17. Performs other related duties as assigned.

## **KNOWLEDGE, SKILLS, ABILITIES**

### **Knowledge of:**

The development of a brand and the importance of branding and/or re-branding  
The latest in advertising and marketing techniques and trends  
Creative, conceptual design skills  
Design fundamentals, i.e., page layout, typography, design, composition and color  
The business needs of client departments  
Design applications and techniques for print and electronic media  
The creative services role within an agency-like environment  
Techniques, materials, process and equipment used in the design, development preparation and printing of all collateral, advertising, etc.

### **Skill in:**

The use of Mac computers and various software utilized for the design and development of graphic art projects: InDesign, Illustrator, Photoshop and Adobe Acrobat 7.0

### **Ability to:**

Manage multiple projects and staff with a sense of urgency for all deliverables, excellent organizational skills and attention to detail  
Help determine solutions and overall creative vision  
Develop strategic, campaign concepts following meetings with client departments  
Design and develop computer-generated and freehand graphic and commercial art materials, illustrations, maps and publications  
Effectively supervise, train and develop staff  
Effectively plan, organize and direct the work of a program area  
Establish and maintain effective working relationships with internal and external City staff, vendors, government officials and members of various boards and commissions  
Effectively communicate verbally and in writing  
Estimate costs, schedules and manage graphic projects to completion  
Motivate, inspire and direct a creative team

## **WORKING CONDITIONS**

Primarily office setting with occasional controlled exposure to graphic related fumes and chemical substances.

## **MINIMUM QUALIFICATIONS**

Bachelor's Degree in Graphic Art, Advertising or a related field, and five years of progressively responsible experience in graphic art, printing, advertising and project management, including two years of supervisory experience.

Any equivalent combination of training and experience that provides the required knowledge, skills, and abilities, is qualifying.

## **SPECIAL REQUIREMENTS**

Valid Arizona driver's license