



## ST FRANCIS COLLEGE

### Creative Director

#### **About St. Francis College:**

St. Francis College (“SFC of the “College”) is revitalizing as we prepare to open a brand-new, state-of-the-art campus in downtown Brooklyn. We are a College rooted in a commitment to radical hospitality, to character formation, to inter-faith dialogue, and to creating conditions for students to learn the technical skills necessary to navigate a 21<sup>st</sup> Century workplace, while never losing sight of the importance of ensuring that all students learn to cultivate their humanity.

SFC is committed to diversity, equity, and inclusion and we serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City’s low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College’s student body is 28% Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

#### **About this Position:**

**Job Summary:** Reporting to the College’s Executive Director of Marketing and Communications (the “Executive Director”), the Creative Director serves as the gatekeeper for the St. Francis College brand. The successful candidate will operate with a firm understanding that brand is a perception that is constantly being shaped through every interaction. Primary responsibilities include executing and implementing various marketing/outreach graphic arts projects as defined by the Executive Director.

#### **Duties and Responsibilities:**

- Lead the implementation of the College’s visual identity refresh project(s).
- Lead development and oversee implementation of institutional brand guidelines and graphic standards.
- Develop new and engaging creative concepts for advertising campaigns.
- In collaboration with Executive Director, establish seamless and efficient workflow between the Marketing and Communications team, outside agencies, campus constituents, vendors, and printing companies.
- Work collaboratively to develop creative concepts for student recruitment campaigns, program material, brand campaigns, and advancement/donor campaigns.
- Generate collateral for College brand marketing that touch other College areas such as Admissions, Advancement, Special Events, and Facilities and includes, but is not limited to, brochures, posters, digital slides, social media content, flyers, infographics, and other media vehicles as needed.
- Committed to high executional excellence and ensuring appropriate resources are assigned to projects, and that timelines are met and that strategic brand objectives are promoted.
- Put together disparate elements of a design created by other professionals, and create new designs that meet SFC brand standards and enhance overall effectiveness.

- Manage a junior designer and any design firms/vendors.
- Ability to develop striking and effective presentations/decks in PowerPoint.
- Consult with SFC faculty and staff to create cohesive designs that reflect the institution's goals.
- Develop and deliver presentations to stakeholders.
- Continue to evaluate new creative methodologies and keep SFC on the cutting edge of higher education graphic design.
- Perform all other duties as assigned.

**Minimum Qualifications:**

- Bachelor's Degree in Graphic Design, Fine Art Design, or related discipline.
- Minimum of 6-7 years' experience in graphic design work, preferably in higher education or non-profit organization.
- Willingness and ability to work simultaneously on no less than 5+ projects in accordance with workloads, goals and objectives.
- Extensive experience with Illustrator, Photoshop and InDesign.
- Working knowledge of CSS3, HTML5 and JavaScript.
- Experience working with content management systems, such as Finalsite, Wordpress, and Drupal.
- Proficiency in Premiere and After Effects is preferred.
- Adaptive design eye and skill.
- Excellent communication skills.
- Communication skills and cross-cultural abilities to maximize effectiveness with diverse groups of students, colleagues and community members.
- Commitment to diversity, equity, and inclusion in the workplace, and efforts to embed it into the St. Francis College culture.
- Ability to interact collaboratively and professionally with diverse groups and constituencies throughout the College.
- Culturally sensitive with an understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.
- Strong commitment to the College's mission and to its students, faculty and staff.

**Pay Range:** \$85,000 - \$95,000 per year

The advertised pay scale reflects the minimum and maximum salary range for this role. The specific compensation offered to a candidate may be dependent on a variety of factors including, but not limited to; the candidate's experience, education, credentials and/or qualifications

**St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.**

Interested applicants can apply by clicking [here](#).