

The Texas State University System
Office of Marketing & Communications
Austin, Texas

Director of Creative and Digital Communications

Position Description

The Director of Creative and Digital Communications is a member of the Texas State University System (TSUS) Office of Marketing & Communications located in Austin, Texas. The position works under the immediate supervision of the Vice Chancellor for Marketing & Communications.

Essential Duties

- Developing and executing the creative vision for projects, initiatives, and the TSUS brand;
- Translating marketing objectives into creative strategies, designs, and executable plans;
- Determining the best ways to visually represent the System across various media channels and products;
- Overseeing projects from initial concept to completion, while managing timelines and internal expectations;
- Ensuring all creative work maintains a consistent brand identity and messaging across all platforms;
- Performing other duties necessary to support the Office of Marketing & Communications.

Education and Experience Required

- Bachelor's degree, preferably in Communications, Marketing, Art Direction, Graphic Design, or a similar discipline.
- At least three years of recent professional experience with similar job duties.

Experience/Skills Required

- Familiarity with relevant design software and technologies;
- Thorough and up-to-date knowledge of the creative industry, including design trends, marketing, and advertising;
- Ability to think both creatively and analytically;
- Excellent verbal and written communication skills;
- Ability to efficiently prioritize and manage work activities, tasks, and assignments;
- Ability to work under deadlines and communicate information quickly and accurately;
- Ability to work independently under general supervision with latitude for the exercise of initiative and independent judgement;
- Ability to work collegially with diverse constituencies;
- A focus on problem solving and timely constituent service.

Salary and Benefits

Salary is commensurate with qualifications. Standard state employee benefits apply, including health insurance, annual leave, and sick leave.

The Texas State University System

Established in 1911, the Texas State University System is the first higher education system established in Texas. With a combined enrollment exceeding 95,000 students, our seven member institutions stretch from the Texas-Louisiana border to the Big Bend region of West Texas. Additional information about TSUS may be found at <http://www.tsus.edu>.

Submitting Applications

Interested applicants should email their resume, cover letter, and portfolio to:

Mike Wintemute, Ph.D.
Vice Chancellor for Marketing & Communications
The Texas State University System
Email: mike.wintemute@tsus.edu

Additional Information for Applicants

- The Texas State University System is a tobacco-free/drug-free workplace.
- A criminal history background check is required for finalist(s) for this position.
- The Texas State University System is an “at will” employer.
- If hired, you will be required to complete an I-9, the federal Employment Eligibility Verification form. You will be required to present acceptable, original documents to prove your identity and authorization to work in the United States. Information from the documents will be submitted to the federal E-Verify system for verification.

THIS POSITION WILL REMAIN OPEN UNTIL IT IS FILLED.

The Texas State University System is an Equal Opportunity Employer