



## POSITION DESCRIPTION

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**POSITION TITLE:** Assistant Creative Manager  
**DEPARTMENT:** Marketing

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Creative Services Manager  
**POSITIONS MANAGED:** Graphic and Production Artists (Day-to-Day Supervision Only)

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### POSITION PURPOSE

This individual is highly proficient with and regularly uses Illustrator, InDesign, and Photoshop on a Mac platform to produce a variety of marketing materials, including but not limited to product labels, marketing/promotional materials, as well as point of purchase displays. The individual will also demonstrate excellent analytical and computer design skills, high accuracy, attention to detail, and will contribute to a positive team atmosphere. This position provides day-to-day direction, support, and daily task assignments, as well as providing feedback to the Graphic and Production Artists. Responsibilities also include approving timesheets, overtime requests, and requests for paid time off. The Assistant Creative Manager is responsible for ensuring Project Request Forms (PRF's) are completed in accordance with the designated timeframes, quality specifications, and the Company established Brand Visual Identity (BVI). This position also provides art direction and input along with the Creative Services Manager on high-level design and creative projects for the company.

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## POSITION QUALIFICATIONS AND JOB DUTIES

### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Graphic Design, Art or other related field or equivalent work experience.
2. Minimum of 5 years of experience in graphic design/art/advertising, including 2-3 years of digital advertising design experience.
3. Experience and skill in photography, as well as experience with project management software such as InMotion or Workzone is a plus.

### JOB DUTIES:

1. Ability to develop compelling concepts and on-brand design solutions.
2. Experience with corporate and product brand strategy and brand identity systems, including all aspects of visual and verbal development.
3. Maintain expert knowledge of Macintosh OSX and design software including Adobe Creative Suite (InDesign, Photoshop, and Illustrator) and MicroSoft Office.
4. Demonstrate a strong understanding of the fundamentals of layout and design with a keen eye for font, color, and other design elements, and able to work with minimal or no direction.
5. Demonstrate a strong ability for writing copy, including conceiving concepts consistent with creative briefs, developing, defining and articulating voice and tone, and writing exceptional short and long-form copy.

6. Solid grasp of traditional and interactive design, including web, mobile, UX, animation, social, video and rich media experiences.
  7. Demonstrate strong conceptual thinking, understanding of marketing strategy, and ability to produce out-of-the-box designs, while juggling multiple projects at one time.
  8. Work in a hands-on capacity with large format printers and other print production machines.
  9. Work with printing vendors, experience with proofing and press checks.
  10. Provide day-to-day direction, support, and daily task assignments, as well as feedback/progressive discipline to the Graphic and Production Artists. Responsibilities also include approving timesheets, overtime requests, and requests for paid time off.
  11. Oversee scope of department workload & conduct weekly workflow meetings.
  12. Complete required share of design projects, as well as assist Creative Services Manager with major design projects as needed.
  13. Work with Creative Services Manager to tailor project management system to meet the needs of the department.
  14. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
  15. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
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## CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
3. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
4. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group

presentation skills, presents information and numerical data effectively, and actively participates in meetings.

5. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
  6. **Supervise Performance** – Along with the department manager, actively participates in recruiting and selecting candidates, coaching, clearly communicating established goals, using objective means to monitor progress towards those goals, offering clear, direct, and timely feedback, and provides training, direction, and support as needed. Successfully redirects performance that falls short of expectations, confronts negative behavior, and builds morale and/or escalates all concerns to the attention of management. Provides the level of guidance and supervision appropriate to the circumstances, rewards team behavior and fosters a team atmosphere in the workplace. Communicates and implements approved process improvements. Takes responsibility for subordinates' activities, makes self-available to staff during business hours, and continually works to improve supervisory skills.
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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **PHYSICAL DEMANDS**

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

#### **WORK ENVIRONMENT**

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

