

# UW HEALTH POSITION DESCRIPTION

## Manager, Creative Services

Job Code: 321006	FLSA Status: Exempt	Mgt Approval: C. Roth	Date: March 2020
Department/Number: Marketing & Communications		HR Approval: J. Theisen	

### POSITION SUMMARY

The Manager, Creative Services reports directly to the Brand Strategy Director and is responsible for the overall visual representation of the UW Health brand. He/she oversees a team and leads the evaluation and execution of the brand standards for the enterprise and ensures that the creative work produced supports and enhances the UW Health brand. The Manager, Creative Services establishes the conceptual and stylistic direction for staff and orchestrates their work. The Creative Services Manager will utilize the department web-based project management system to manage traffic workflow and manages the print buying relationship.

The Manager, Creative Services is expected to demonstrate autonomy and ownership around the creative work and team members and operate as part of an integrated marketing operation.

### MAJOR RESPONSIBILITIES

#### Manages team to support organizational and department priorities

- Provides creative direction, guidance and leadership to the creative team on design and visual storytelling.
- Understands the strategic plan of the organization and applies the teams work.
- Evaluates staff performance using organizational performance standards and counsels employees on performance related issues. Identifies areas for improvement and promotes the continued professional development of staff.

#### Accountable for interpretation of, and ongoing adherence to standards in support of drive towards single system brand model

- Works with staff and external vendors to ensure that standards are followed on all materials
- Acts as a key user in the project management system, facilitating updates needed to support integrated marketing work

**All duties and requirements must be performed consistent with the UW Health Performance Standards.**

### POSITION REQUIREMENTS

Education	Minimum	Bachelor's degree in Graphic Design, Art Direction, Visual Communications or related field.
	Preferred	
Work Experience	Minimum	<ul style="list-style-type: none"> <li>• Five (5) years of design experience in an ad agency, design shop, corporate in-house agency or similar.</li> <li>• Three (3) years of experience managing design staff such as graphic design, photographers, videographers, or other.</li> <li>• Experience art directing original photography.</li> <li>• Experience working with web-based project management system within a complex setting.</li> </ul>
	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Design portfolio must demonstrate design skills for quickly produced yet high-quality and imaginative promotional materials. The portfolio should represent a cross-section of skills in creative conceptualizing, design and production.</li> <li>• Highly proficient in Mac-based software including Acrobat, Illustrator, InDesign and Photoshop.</li> <li>• Experience with PDF workflow.</li> <li>• Knowledge in FTP site use for file transfer.</li> <li>• Experience with Microsoft Office (Word, Excel, PowerPoint)</li> <li>• Ability to learn computer and application skills as applicable to role</li> <li>• Ability to interact with and work around people</li> <li>• Ability to make judgments in demanding situations</li> <li>• Ability to react to frequent changes in duties and volume of work</li> </ul>

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	<ul style="list-style-type: none"> <li>• Effective communication skills</li> <li>• Ability to listen empathetically</li> <li>• Ability to logically organize details</li> <li>• Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish</li> <li>• Ability to manage multiple concurrent activities</li> </ul>
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### PHYSICAL REQUIREMENTS

**Indicate the appropriate physical requirements of this job in the course of a shift.** *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
<b>X</b>	<b>Sedentary:</b> Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<b>Light:</b> Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
List any other physical requirements or bona fide occupational qualifications:		•		

**Work/Environmental:** Moderate noise level consistent with an office environment

**Note:** The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.