

**UNITED WAY FOR SOUTHEASTERN MICHIGAN**  
**ROLE DESCRIPTION**

**Role:** Manager, Creative Services  
**Department:** Marketing  
**Reports To:** Director, Marketing

<b>Overview:</b>	The Manager, Creative Services is responsible for overseeing the creative process and leading the creative people that work under them. This person plays an essential role in the marketing, creative, communications, and digital functions of the organization. Day-to-day, this person is responsible for leading their team, developing creative guidelines, and directing/producing creative work. This may include print collateral, websites, email campaigns, advertising, and many related tasks. This person also must be a great leader with the ability to maximize the talents of their team.		
<b>Key Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Planning and overseeing the development of company marketing materials</li> <li>• Designing of marketing material including but not limited to: <ul style="list-style-type: none"> <li>○ web graphics</li> <li>○ flyers</li> <li>○ banners</li> <li>○ posters</li> <li>○ brochures</li> <li>○ invitations</li> <li>○ digital ads</li> <li>○ social media ads</li> <li>○ other advertising and marketing materials as needed</li> </ul> </li> <li>• Develop compelling copy for a variety of media</li> <li>• Ensure cohesive look and feel</li> <li>• Review and approve art and copy developed by the team, ensuring deliverables that effectively address marketing goals and challenges</li> <li>• Mentor, motivate and supervise the creative team</li> <li>• Anticipate problems that may impede a project from completing on time and implement solutions</li> <li>• Working with executives and project manager on project deadlines and content goals</li> <li>• Other duties as assigned</li> </ul>		
<b>Competencies:</b>	<ul style="list-style-type: none"> <li>• Communicates Effectively</li> <li>• Relationship Management</li> <li>• Adaptability</li> <li>• Tenacity</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous Learning</li> <li>• Self-Management</li> <li>• Drives for Results</li> <li>• Problem Solving</li> <li>• Critical Thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Focus</li> <li>• Teamwork &amp; Inclusion</li> <li>• Self-Awareness</li> <li>• Project Management</li> </ul>

*United Way for Southeastern Michigan is an Equal Opportunity Employer.*

*This job description describes the general nature and level of work performed by employees assigned to this position. It should not be construed as an exhaustive list of all required duties, responsibilities and skills. Reasonable accommodations may be made to enable disabled individuals to perform the essential functions of the job.*

<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication, strong editing skills</li> <li>• Prior project management experience, with a focus on creative management</li> <li>• Expert knowledge of digital media software – Illustrator and Photoshop, Adobe Indesign and other graphic design software</li> <li>• Knowledge of video editing software – iMovie, Final Cut, or Windows Live Movie Maker is a plus</li> <li>• Energy, with a desire to come up with fresh ideas</li> <li>• Ability to contribute individually, and participate in cross-functional teams</li> </ul>
<b>Education and Experience Requirements:</b>	<ul style="list-style-type: none"> <li>• Bachelor’s degree or equivalent in art, graphic design, marketing, communications or other relevant fields</li> <li>• 5+ years of related experience including creative and people management</li> <li>• Proficient computer skills, including Microsoft Office applications</li> </ul>

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