Creative Resource Manager
Advancement Communications | University of Rochester
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Reporting to the Senior Director of Creative and Brand Strategies, and working in close collaboration with colleagues in Advancement Communications, University Communications, Stewardship, Advancement Events, Alumni Relations and Annual Giving, the Creative Resource Manager works with team members to ensure projects are prioritized, scoped, assigned, and delivered on time and within budget.

In collaboration with designers, developers, and content creators within Advancement and across the University, the Creative Resource Manager schedules, monitors, and manages the day-to-day workflow of multiple projects and is involved in all phases of the creative process—including scoping/estimating, resourcing, design, production, copywriting, and development—ensuring high-priority projects are on-track are properly resourced at all stages of production. The ideal candidate will ultimately maximize productivity using a wide array of ideas and solutions to ensure an optimal creative process.

The Creative Resource Manager understands audiences and marketing and communications channels/culture, and advises as appropriate. Understands best practices of design, writing, photography, videography, and visual storytelling. Bridges the gaps between strategy, creative production, and business know-how. The Creative Resource Manager is passionate about delivering the best creative ideas and solutions and is a champion and advocate for great creative work. Adds energy and fresh perspective to every conversation and brainstorm.

PRINCIPAL ACCOUNTABILITIES

Traffic and Production Management (75%)

- Serves as primary point of contact for new project requests, and handles day-to-day marketing and communications needs. Assigns work, manages the team process, and leads status reporting (30%).

- Develops production schedules, creative briefs, specifications, budgets, and timelines that drive deliverables. Monitors project status, team effort, expectations, risks, and bandwidth and proactively re-negotiates with the team and stakeholders for necessary changes in scope and/or prioritization (30%).

- Reviews the quality and integrity of all work before stakeholder review or presentations, manages internal and external client relationships, and runs debrief sessions as necessary
Management and Collaboration (25%)

• Maintains the University’s brand, style, and graphic identity standards, and supports and maintains standard operating procedures and ensures appropriate decision-making channels (15%).

• Manages relationships across advancement and the University with a high degree of professionalism, judgment, and understanding of their goals. Establishes a mutually-respectful working rapport with senior leadership, faculty, staff, and colleagues by providing consistently sound professional counsel and delivering on agreed-upon outcomes (10%).

Additional Responsibilities (10%)

• Negotiates with printers, photographers, and other vendors and provides advancement partners with cost estimates.

• Assists with departmental communications needs as they arise (e.g. develop Powerpoint presentations, attend press checks, search for photography assets, manage photo galleries, digital and hard-copy filing/cleanup, provide communications support for events, etc.).

• Other duties as assigned by supervisor.

PREFERRED SKILLS

1. Excellent verbal and written communication skills, interpersonal skills, and positive attitude. The ability to provide leadership and influence change.

2. Demonstrated excellence in individual judgment and the ability to work under pressure. Ability to navigate the University of Rochester’s working environment and the needs of its administration. Flexibility and adaptability under pressure.

3. Detail-oriented self-starter with high initiative, skilled in process creation, evaluation, and adjustment.

4. High awareness of current events and trends affecting public opinion.
5. Proven ability to evaluate and solve communications needs quickly. Ability to manage multiple projects to deadline amidst competing priorities. High level of strategic thinking, personal initiative, resourcefulness, and innovation.

6. Proactive mindset with ability to plan ahead and map out all project steps.

7. Ability to work independently and collaboratively in a fast-paced, team-oriented environment.

8. An intellectual curiosity and interest in academic disciplines, and an ability to translate complex ideas into sophisticated solutions for target audiences.

9. An interest in continued personal expertise development in all facets of communications and marketing.

REQUIRED EDUCATION AND EXPERIENCE

1. Bachelor’s degree in Marketing, Communications, Design, or related field and a minimum of 2 years, but 5–7 years preferred, of relevant traffic or project management experience in an agency or corporate communications environment; or an equivalent combination of education and experience.


3. Demonstrated experience managing or developing marketing and/or communications for a range of media and working with creative professionals in design, writing, photography, and video.

To apply for the position, visit the University of Rochester Careers Website.