

MARIE SELBY BOTANICAL GARDENS



Position Description

Position: Director of Creative Services
Reports to: Vice President for Strategic Communications
Status: Full-time / Exempt

POSITION SUMMARY

The Director of Creative Services leads marketing and communications creative and design projects from concept to production for all materials connecting Selby Gardens with visitors, members, and donors. Responsible for developing ideas and coordinating with various functional team leaders to ensure Selby Gardens' mission, vision, and activities are properly represented to various publics. Manages creative and design outputs related to visitation, exhibitions, events, and on-site visitor relations, including advertising, marketing collateral, website and electronic communications, exhibition and event materials, promotional and operational signage, and other materials as needed. Represents the Marketing Department at various meetings. Identifies opportunities for improvements. Strong design, writing, organizational, and administrative skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the Vice President for Strategic Communications, this position shall:

- Implement the institution's creative brand across all design channels
- Lead brainstorming and initial meetings about creative/design products with appropriate teams
- Oversee day-to-day production of design projects through internal/external delivery and quality assurance
- Effectively communicate timelines and progress to stakeholders and leadership
- Plan and manage any design or other creative freelancers, vendors, or outsourced capabilities as needed
- Assure quality of finished projects at the highest design standards and in line with brand standards
- Provide technical assistance when needed to marketing and communications staff
- Manage all digital assets, including photo library and video content
- Develop creative materials for special projects and programs, which may include brochures, flyers, direct mail, advertising, digital, or other promotional materials
- Recommend improvements to processes and workflows to increase efficiencies and effectiveness of projects and interdepartmental work
- Manage edits and editing process of design materials
- Manage photography for marketing and communications as well as on-site commercial photography requests
- Direct video needs from initiation to completion for internal and external audiences

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- Ensure proper maintenance of inventory and archives of all creative pieces (print and digital) created by the department
- Ensure that Selby Gardens' brand standards are reflected accurately and consistently to the media, the public, and all stakeholders
- Attend related staff meetings as a key participant
- Participate in Selby Gardens events as needed
- Attend required trainings, when needed
- Experience opportunities for personal and professional growth through hands-on learning and appropriate training
- Become an ambassador of the institution's mission and uphold its brand promise

Other duties as assigned

EDUCATION AND EXPERIENCE

- Bachelor's degree in graphic design, art, or marketing preferred
- Minimum of five years of graphic design experience required
- Photography and/or video editing and production experience highly desirable

QUALIFICATIONS

- Must possess excellent communications skills (oral, visual, and written) and should have an ability to set priorities, manage multiple tasks, and meet deadlines
- Expert working knowledge of Adobe Creative Suite
- Adept at Microsoft Office suite programs
- Demonstrated ability to work well with a wide range of people; must be flexible and responsive
- Knowledge of communication applications and online content management systems
- Ability to learn complex database systems
- Meticulous attention to detail
- Ability to work in a fast-paced environment with minimal supervision
- Ability to execute on multiple deadline-driven projects simultaneously
- Ability to recognize confidential information and to handle appropriately

EXCELLENT INDICATORS OF A SUCCESSFUL SELBY GARDENS' TEAM MEMBER INCLUDE

- Strong work ethic
- Continuous and eager learner
- Actively lives and communicates the mission of Selby Gardens
- Passion to deliver exceptional service to internal and external customers through attention to detail and innovative methods of saying “thank you”
- Regularly offers innovative approaches to old concepts
- Flexibility and ability to switch gears when needed
- Resourceful, creative, and an initiative taker
- Assumes the best of others
- Approachable, kind, and compassionate
- Genuine authenticity

DIVERSITY AND INCLUSION STATEMENT:

Marie Selby Botanical Gardens is committed to fostering, cultivating, and preserving a culture of diversity and inclusion. Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only Selby Gardens' culture, but our reputation as well.

We embrace and encourage our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.