POSITION DATA

JOB TITLE: Branding and Creative Services Manager
DEPARTMENT: Communication & Marketing
REPORTS TO: Senior Director of Marketing
CLASSIFICATION: Exempt
DATE: April 2022

Position Overview
The Manager, Creative Services will help lead creative development and execution of a wide variety of communications, marketing, and promotional materials for internal and external audiences. The position will act as the liaison between department project managers/senior directors and print design consultants, third-party digital design companies and print vendors. The position will manage the creative traffic process for all internal creative projects; collaborate creatively across departments to ensure brand consistency and that project objectives needs are met. Routinely produce digital assets for web, social and mobile technologies. Work with Tourism and Sales in developing any necessary collateral materials. The Branding and Creative Services Manager reports to the Senior Director of Marketing.

ESSENTIAL FUNCTIONS
• Manage visual brand identity to ensure consistency across departments, including creating and developing internal and external resources.
• Design collateral material, visitor maps, and necessary brochures.
• Create design for Tourism and Sales materials.
• Create design templates and necessary graphics for e-newsletters and mailings.
• Develop creative for advertising and promotional purposes.
• Create graphics for use online, through social networks and for mobile content.
• Manage any design consultants.
• Create content design for digital signage.
• Mange print vendors.
• Support large-scale marketing campaigns and designs for special events and other institutional priorities.
• Support graphic design and production file creation for gallery labels in accordance with exhibition style guide and specifications
• Ensure adherence to accessibility guidelines
• Work with Communications to execute design strategies to promote and improve brand across digital landscape and support design elements of social media campaigns.
• Review and approve visual communication materials across departments for brand consistency, including signage, printed materials, and videos.

REQUIRED SUPPORT FOR ORGANIZATIONAL EVENTS
• Participates in the Annual 5K Fundraiser and September 11th Commemoration, as assigned.
• Assists with other special projects and events in support of the 9/11 Memorial and Museum, as assigned.

QUALIFICATIONS/SKILLS REQUIREMENTS
• 5-7 years of experience in graphic design, marketing, advertising, communications, or related field preferred.
• Advance knowledge of design programs.
• Film editing a plus.
• Excellent written and verbal communications.
• Well versed in traditional, digital, and social media.
• Ability to excel under tight deadlines and independently manage projects.
• Superior decision-making skills.
• Strong work ethic and dedication to the mission of the organization.

HOW TO APPLY
• Include job title in the email subject field.
• Please indicate the location where job posting was seen.
• Please submit a resume and cover letter to 911mmcommsjobs@911memorial.org

PHYSICAL DEMANDS/WORK ENVIRONMENT
The physical demands and work environment described in this job description are representative of those that the employee will encounter and are expected to meet to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to see, be mobile, and have the ability for two-way communication with the public and staff.

The work environment is an indoor, climate-controlled office environment comprised of cubicles, walled-offices, and group conference rooms. The noise level in the office environment is usually low. There are no protective devices necessary to be worn or utilized in the office work environment. Minimal travel is required.

• This job description is a descriptive list of the responsibilities and qualifications associated with this position and are not intended to be all inclusive.
• Employees are expected to also perform other business-related duties as assigned by the supervisor or other management.
• The organization reserves the right to change, modify, or reassign job responsibilities, duties, and scheduled work hours as per business needs.