

Creative Media Lead:

The Creative Media Lead works with the Director and other marketing office personnel to develop and implement creative collateral, social media strategy, and brand awareness to further the mission, vision, and brand of the Urshan System.

Responsibilities

1. Lead in creating and enforcing Urshan brand assets, standards, and best practices.
2. Ensure consistent global messaging across all marketing channels and work with senior leadership to define overall strategic direction.
3. Create and implement a comprehensive strategy across digital, print, web, and interactive media.
4. Assist in managing the Urshan Websites.
5. Acts as the primary developer of print and digital media.
6. Assist in strategizing on brand marketing and initiatives to promote the Urshan System. Maintain a thorough understanding of the organization's current marketing priorities and initiatives.
7. Lead in executing and expanding our social media channels (Facebook, Twitter, Instagram, Youtube, etc). Leverage emerging platforms to identify and engage with known and new audiences.
8. Gather and analyze data and optimize processes accordingly. Report and communicate results to the Director on a daily, weekly, monthly basis.
9. Work collaboratively with stakeholders to ensure that creative collateral meets expectations and needs. Attends pre-proposal meetings and coordinates with stakeholders to capture visual content.
10. Lead in identifying content for marketing promotion and priorities in the content calendar.
11. Maintain a database of creative content, video, photography, etc.
12. Assist in assessing resource needs for marketing execution. Research and recommend new ideas for strengthening our brand.
13. Help build, develop, and lead our growing creative services team.
14. Performs other duties as assigned.

To perform the job successfully, an individual must possess the following minimum qualities:

1. Candidates are preferred to possess a Bachelor's Degree or equivalent years of directly related experience in marketing, creative design, or communication.
2. Candidates must possess a minimum of 2 years of management experience.
3. Candidates must be detailed and results oriented and possess excellent executive presence and communications skills.
4. Candidates must possess excellent verbal, written, phone, and computer communication skills.
5. Candidates must possess superior project management and organizational skills.
6. Candidates must possess knowledge and experience in the tenets of traditional marketing and brand management.
7. Candidates must possess experience planning, drafting, publishing, and managing social media content, including curating relevant imagery and video content for posts.

8. Candidates must have an advanced understanding of digital advertising tactics.
9. Candidates must possess proficient knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, After Effects).
10. Candidates are preferred to be familiar with various types of web coding and the Wordpress platform.
11. Candidates must possess proficient knowledge of the Google Office Suite.
12. Candidates must be highly energetic, passionate, and possess a keen ability to anticipate solutions for potential plan deviations.
13. Candidates must demonstrate the ability to work in a diverse community with a wide variety of engaged stakeholders including students, staff, faculty, alumni, board members, etc.
14. Candidates must exemplify servant leadership, be teachable, and possess a reputation of character.
15. Candidates must be capable of multitasking, be a self-starter, and be a creative thinker.