**Position Description**



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| **Position Title** | Creative Services Manager |
| **Group/Portfolio** | Marketing and Communications |
| **Classification** | HEW 9 |
| **Position Number** |  00061356 |
| **Reports To** | Director, Marketing |
| **Employment Type** |  Fixed term (backfill)  |

# 1.0 Position Purpose

The Creative Services Manager leads the development and delivery of high-quality content and communications that enhance the University’s brand, supports student recruitment, and contributes to broader reputation and revenue goals.

This role oversees a multidisciplinary team of graphic designers, copywriters, and video producers, ensuring creative outputs are compelling and audience-focused, and delivered on time, on brand, and aligned with strategic objectives and stakeholder expectations.

The Creative Services Manager collaborates with heads of key areas, including Marketing, Future Students, and Marketing Technology, to understand priorities and identify opportunities for content that enhances engagement across the marketing and sales funnel.

The role is responsible for implementing and maintaining efficient processes, policies, and quality standards for content production. They lead the ongoing development and refinement of content creation tools, templates, and resources, including visual identity and writing and editing guidelines, to support consistent and scalable content production across the University.

# Eligibility Requirements

* + - The occupant of this position will hold relevant postgraduate qualifications in a relevant discipline and/or extensive relevant experience.

# Key Responsibilities

* + - Contribute to the Marketing and Communications operating model, including developing, implementing, and continuing to improve the Content and Creative Services delivery model and ways of working.
		- Work in close collaboration with senior colleagues within Marketing and Communications to align strategy and activities, manage and deploy resources, work prioritisation and monitor workflow, output and performance
		- Establish and implement workflow processes and project management systems for the content and creative services team to ensure effective and efficient delivery of activities and projects.
		- Lead the ongoing development and refinement of content creation tools, templates, and resources, including visual identity systems and writing and editing guidelines, to support consistent and scalable content production across the University.
		- Lead and manage a team of graphic designers, copywriters and video producers and oversee workflow through the teams to prioritise work and allocate resources appropriately to ensure all activity aligns with the University’s marketing and communications strategic objectives.
		- Advance, manage and protect Griffith University’s brand in domestic and international markets, ensuring compliance with brand and visual identity guidelines.
		- Provide high level advice and recommendations to the leadership team within Marketing and Communications and stakeholders across the University to manage marketing activities and identify opportunities to optimise and align brand and recruitment activity.
		- Oversee the content and creative services budget, including outsourcing work where appropriate to manage capacity.
		- Lead and engage cross-functional teams and resources (including internal staff resources and external agencies) to bring together the right expertise to develop distinctive, brand marketing outputs across multiple channels and audiences.
		- Consult, negotiate and influence others, managing competing tasks, priorities and stakeholder expectations effectively.
		- Ensure that marketing and communications services and solutions meet quality, budget and process requirements.
		- Implement the marketing and communications governance approach, processes, cadences; ensuring that projects, initiatives, services and capability comply with relevant legislation and University policies and procedures and values.
		- Ensure compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good practice in relation to same.
		- Be a leading example of the principles and values embodied in the University’s Code of Conduct, and behave, act and communicate at all times to reflect fairness, ethics and professionalism.

# Key Capabilities

* + - Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy and entrepreneurship as critical to our graduates’ success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

To read about some of the non-technical organisation skills for this position, please see the Leads Others section of our [Capability Development](https://intranet.secure.griffith.edu.au/employment/learning-and-development/specialist-programs/capability-development-framework#framework) [Framework.](https://intranet.secure.griffith.edu.au/employment/learning-and-development/specialist-programs/capability-development-framework#framework)