



MANAGER OF CREATIVE SERVICES

JC: 000170
PB: I
FLSA: Exempt

BU: 31 (AFSCME)
Created: April 2018

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Directs, manages, supervises and coordinates the activities of BART's Creative Services Unit including all graphic design of print and digital products, brand management, merchandising and production; provides highly responsible and complex administrative support to the Department Manager, Marketing & Research; and performs related duties as assigned.

CLASS CHARACTERISTICS

This class is responsible for managing the activities and operations of BART's Creative Services Unit which includes directing, managing, supervising and coordinating brand management, merchandising, production and delivery of graphic designs of print and digital products. Serves as a liaison between departments and executive offices and/or assists in managing resources and programs within the Creative Services Unit. This class is distinguished from the Department Manager, Marketing & Research in that the latter is responsible for all activities and operations of the Marketing & Research Department.

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Assumes management responsibility for activities and operation of Creative Services Unit; acts as primary point of contact for all graphic designs for print and digital products, brand management, merchandising and production; develops and implements digital workflow system.
2. Reviews and approves all creative services products and deliverables; ensures creative services deliverables are met, including requirements related to production, delivery, metrics.
3. Evaluates and secures approval to implement new opportunities for print and digital marketing revenue; manages solicitation of proposals for future creative services

agreements; develops requests for proposals, conducts industry outreach, participates in selection process, and executes agreements.

4. Assists in the preparation/development of Board briefings, presentations, contract amendments, Executive Decision Documents and resolutions for Board adoption.
5. Provides professional and complex support to assigned management staff; develops, plans, organizes, directs, administers, reviews and evaluates complex programs and activities within area of assignment.
6. Makes recommendations for action and assists in the development and implementation of policies, procedures, goals and objectives.
7. Conducts a variety of organizational, operational and analytical studies and investigations; recommends modifications to existing programs, policies and procedures as appropriate; prepares a variety of formal reports.
8. Participates in the development and administration of the creative services budget; approves the forecast of funds needed for vendors, equipment, materials and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
9. Directs, coordinates and reviews the work of staff and outside contractors; plans and coordinates staff meetings regarding assigned projects and programs; serves as liaison between departments to ensure program and project implementation within budget.
10. Explains, justifies and defends programs and activities; negotiates and resolves sensitive and controversial issues.
11. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of marketing.
12. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

QUALIFICATIONS

Knowledge of:

Operations and economics of a comprehensive advertising, print and digital graphic design, marketing and media planning.

Principles and practices of marketing and creative services program development and administration.

Methods and techniques of advertising, print and digital graphic design, marketing, and media planning.

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Methods and techniques of market research, financial analysis and program development.

Methods and techniques of audio, video, print and digital production.

Principles and practices of budget preparation and administration.

Related Federal, State and local laws, codes and regulations.

Skill in:

Managing a comprehensive marketing and creative services program.

Identifying and responding to sensitive community and organizational issues, concerns and needs.

Planning, organizing, and coordinating work efforts of inter-departmental and outside agencies.

Directing activities of contracted and consultant services.

Researching, analyzing and evaluating new service delivery methods and techniques.

Preparing clear and concise administrative and financial reports.

Preparing and administering large and complex budgets.

Selecting, supervising, training and evaluating staff.

Operating office equipment including computers and supporting word processing and spreadsheet applications.

Communicating clearly and concisely, both orally and in writing.

Establishing and maintaining effective working relationships with those contacted in the course of work.

Interpreting and applying applicable Federal, State and local policies, laws and regulations.

MINIMUM QUALIFICATIONS

Education:

A Bachelor's degree in marketing, communications, journalism, English, or a related field from an accredited college or university.

Experience:

Five (5) years of (full-time equivalent) verifiable professional creative services, advertising, print and/or digital marketing or business development experience, including two (2) years of supervisory and administrative responsibilities.

Substitution:

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

May require maintaining physical condition necessary for sitting for prolonged periods of time.

EEO-1 BART Job Group: 1500 – Supervisors/Other

Safety Sensitive: No