



USC University of
Southern California

Art Director Job Description

JOB INFORMATION

<i>Job Code:</i>	171319
<i>Job Title:</i>	Art Director
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Supervises employees and/or student workers.
<i>Job Family:</i>	Graphic Arts
<i>Job Family Group:</i>	Arts Production Support
<i>Management Level:</i>	5 Manager

JOB SUMMARY

Responsible for managing creative projects and initiatives from inception to completion. Directs the design, strategy, art direction and overall execution of projects. Generates ideas and visual concepts, and conducts presentations to clients. Acts as the liaison between creative department and clients or other stakeholders, and translates technical terms into business language. Negotiates contracts and agreements, and develops effective communications for assigned projects. Schedules, assigns and prioritizes workloads of staff members. Hires, oversees and evaluates the work of outside vendors and freelance artists. Determines schedules to ensure projects are completed effectively and efficiently. Develops, manages and administers department budgets.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	

Additional Education

Check here if experience may substitute for some of the above education.

X Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		7 years	
	X	10 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Possesses thorough understanding of digital media and evolving online platforms.
X		Knowledge of user experience, website utilization, responsive and motion design, photography, typography, and printing.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Ability to communicate effectively to support ideas and concepts.
X		Demonstrated creativity to generate original ideas and visual concepts.
X		Knowledge of social media management, editorial design, desktop publishing systems and latest art and design packages.
	X	At least three years of supervisory experience, and a record of meeting deadlines.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Directs the design, strategy, art direction and overall execution of projects. Generates ideas and visual concepts, and conducts presentations to clients, in accordance with university editorial standards. Consults with and advises faculty/staff regarding visual media services.				
Produces effective campaign for projects and creative initiatives. Ensures a high standard of visual execution across all media and campaigns. Acts as the liaison between creative department and clients or other stakeholders. Develops strategies for effective communications of assigned projects.				
Reviews the work of creative teams and provides direction and feedback. Schedules, assigns and prioritizes workloads of staff supervised, including designers, photographers, administrative support, etc. Ensures timely completion of publications and projects.				
Determines detailed design specifications and requirements, and provides final approval for execution. Develops, manages and administers department and or project-specific budgets, providing financial status reports. Recommends and/or makes budgetary and resources allocations. Creates financial projections and/or cost estimations, as needed.				
Informs management of trends and developments in field. Provides creative industry best practices advice and counsel regarding current developments.				
Analyzes and evaluates current and potential vendors and freelancers. Reviews, modifies and negotiates contracts and agreements, and makes recommendations and specifications for bids. Selects appropriate vendors for each project, supervises jobs in progress and ensures vendor payments.				
Establishes and maintains appropriate network of professional contacts. Maintains currency of emerging and new media trends through professional organizations and publications. Attends meetings, seminars and conferences; makes formal presentations.				

Other Requirements

Essential:	Emergency Response/Recovery	Essential:	Mandated Reporter
	In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: https://policy.usc.edu/mandated-reporters/
Campus Security Authority (CSA)			Essential:
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: https://dps.usc.edu/alerts/clery/			No

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.