



CLASS TITLE | BRAND AND CREATIVE MANAGER

PAY GRADE: EX-44 | www.cityoftulsa.org/pay

Class Code: 2124

Effective Date: 09/25/2024

PURPOSE OF THE CLASSIFICATION: Under general direction performs, directs, and oversees advanced, specialized work in the creation, coordination, and dissemination of visual communications, including general graphic design, production of printed and digital materials, visual displays, video and animation, on-screen presentations, major-complex graphic design projects, and full-scale branded campaigns, while developing, monitoring, and ensuring brand standards; and performs other related assigned duties.

ESSENTIAL TASKS:

- Conducts research and acts as the central point of contact for internal and external customers, to identify the goals and objectives for a multitude of graphic project requests and communication needs
- Coordinates meetings to develop tactics, strategies, and creative concepts to address project goals and objectives
- Presents creative concepts and solutions to clients and key stakeholders
- Establishes and develops the overall creative direction for the organization's brand, identity, visual projects, and campaigns
- Develops and maintains brand strategy, architecture, and guidelines to ensure consistent and professional visual representation
- Ensures that creative concepts and brand executions align with organizational and stakeholder goals, objectives, values, and guidelines
- Manages and oversees City of Tulsa designers and creative contributors while providing direction and guidance to external contractors, designers, writers, photographers, and/or other creative and visual communication contributors
- Directs and collaborates with internal and external stakeholders to plan and execute projects within the scope, schedule, and budget identified
- Leads, creates, manages, and/or approves the development of visual solutions across various media, including digital, print, and advertising
- Captures, directs, optimizes, stores, and disseminates visual assets, photographs, and videos that highlight key events, employees, services, and notable assets or features
- Assists and participates in the review and selection of external vendors and agencies who are responsible for creating new or supporting visual collateral for the organization, departments, and/or services
- Coordinates, collaborates, and directs external vendors and agencies to delivery consistent, professional level creative solutions
- Identifies, develops, and implements supportive resources aimed at increasing visual consistency and efficiency across the organization
- Assists with strategic planning to attract advanced technology services and developments to the City of Tulsa
- Reports to work on a regular and timely basis

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

QUALIFICATIONS:

Training and Experience: Must meet one of the following criteria:

1. (a) Completion of sixty (60) hours from an accredited college or university with coursework focusing on Graphic Design, Commercial Art, Advertising, Marketing or a closely related field; **and**,
(b) Nine (9) years of experience relevant to the essential tasks listed in this job description;

or



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2. (a) Completion of one hundred-twenty (120) hours from an accredited college or university with coursework focusing on Graphic Design, Commercial Art, Advertising, Marketing or a closely related field; **and**,
(b) Seven (7) years of experience relevant to the essential tasks listed in this job description.

Knowledge, Abilities and Skills:

Knowledge of:

- Comprehensive knowledge of design principles and graphic artwork communications
- Comprehensive knowledge of Adobe Creative Suite
- Comprehensive knowledge of corporate branding and brand management
- Comprehensive knowledge of typography, photography, and pre-production
- Extensive knowledge of website design and development

Ability to:

- Research and develop a comprehensive creative vision and strategy that aligns with organizational goals and needs
- Research, analyze, and resolve complex problems
- Communicate effectively with internal and external customers
- Manage, lead and support Communications personnel
- Manage multiple projects and meet timeline deadlines
- Manage resources such as time, budgets, and personnel for efficiency
- Research and implement data-driven solutions and strategies
- Monitor, implement, and adjust based on industry trends and advancements

Skill in:

- Expert-level skill in creative strategy and development with a significant attention to detail
- Expert-level skill in advanced and highly specialized computer software and hardware

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard, mouse and camera; frequent use of visual activity, depth perception, color vision and field of vision; occasional lifting up to fifteen (15) pounds and carrying up to twenty (20) pounds; and may be subject to walking, standing and sitting for extended periods of time, and vision, speech, and hearing sufficient to perform essential tasks.

Licenses and Certificates: Possession of a valid class "D" Oklahoma Driver license

WORKING ENVIRONMENT: Working environment is primarily indoors in an office setting and occasionally outdoors for special events; requires some evening and possible weekend hours

EEO Code: N-03

Group: Administrative

Series: Communications and Public Relations