

OREGON SYMPHONY

JOB DESCRIPTION

Creative Director

EXEMPT STATUS:	SALARIED (EXEMPT)
REMOTE HYBRID ELIGIBLE:	YES
DEPARTMENT:	MARKETING
REPORTS TO:	VP OF MARKETING & COMMUNICATIONS
DIRECT REPORTS:	2
EFFECTIVE/LAST UPDATED:	April 7, 2025

POSITION SUMMARY:

The Creative Director is responsible for shaping and maintaining the Oregon Symphony's visual identity across all marketing and communication platforms. This position ensures that all graphic design and multimedia content reflect the organization's mission, resonate with diverse audiences, and uphold brand consistency. By leading the creative team and collaborating with internal and external stakeholders, the Creative Director plays a critical role in advancing the Oregon Symphony's strategic goals through compelling and cohesive visual storytelling. The ideal candidate is also a production-savvy design expert who ensures excellence from concept through final printed piece.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Brand & Creative Leadership

- Drive the organization's creative vision, fostering bold design thinking and artistic integrity.
- Ensure all materials reflect a unified and compelling brand identity, maintaining consistency across digital, print, and mobile platforms.
- Lead the development and execution of multimedia content, including campaign graphics, social media, presentations, and donor storytelling assets.
- Provide creative direction for video, motion content, and photography in collaboration with editors and digital teams.

Cross-Functional Collaboration & Strategy

- Serve as the central creative partner across departments (Marketing, Communications, Development, Education, Artistic Programming, Operations, and Community Events).
- Collaborate with project owners to define goals, develop creative strategies, and determine success metrics.
- Advise internal teams on creative approaches for marketing, development, and community programming initiatives.

Team & Resource Management

- Supervise and mentor design staff, setting priorities, streamlining workflows, and ensuring alignment with organizational goals.
- Recruit, manage, and expand a network of external creative partners (e.g., agencies, freelancers, photographers, illustrators).
- Develop and oversee project schedules, ensuring timely and efficient delivery of creative assets.

Production & Vendor Oversight

- Manage all aspects of print production, from file setup and proofing to delivery.
- Serve as the primary liaison to printers and vendors, overseeing pricing, timelines, and technical specifications.
- Ensure printed materials meet quality standards and reflect brand guidelines, with attention to paper stock, finishes, and production techniques.
- Provide internal guidance on production timelines and best practices for physical collateral.

Budget & Operational Management

- Develop and monitor budgets related to creative projects, including contractor fees, production costs, and asset development.
- Partner with the VP of Marketing & Communications to prepare and manage the annual budget for creative services.

QUALIFICATIONS:

- Bachelor's degree and minimum of seven years of experience in graphic design (both print and digital), project management, and team supervision.
- Proven ability to manage multiple projects and campaigns simultaneously within an in-house design team or agency setting.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and working knowledge of Microsoft Office (Excel, Word); comfortable working in both PC and Mac environments.
- Strong organizational abilities and the capacity to meet tight deadlines while maintaining design quality.
- Excellent communication skills, both verbal and written.
- Analytical skills for creative and logistical problem-solving.
- Ability to calculate production costs, advertising dimensions, and accurately forecast and budget expenses.

ADDITIONAL COMPETENCIES:

- **Leadership & Change Management:** Demonstrates confidence and the ability to inspire and motivate others, fostering a supportive environment while effectively managing changes and overcoming challenges with strategic communication and adaptability.
- **Business Acumen & Strategic Thinking:** Possesses strong decision-making skills and the ability to devise effective strategies, utilizing sound judgment, creativity, and resourcefulness to synthesize information and optimize organizational goals and processes.
- **Professionalism:** Maintains a respectful, tactful approach in all interactions, manages stressful situations with poise, upholds ethical standards, and demonstrates reliability by following through on commitments and maintaining integrity.
- **Collaboration & Communication:** Actively contributes to a team-oriented environment by offering and accepting feedback, listening attentively, participating meaningfully in discussions, and balancing personal and group responsibilities for collective success.
- **Motivation and Initiative:** Displays a proactive mindset with minimal supervision, consistently pursuing growth opportunities, tackling challenges with determination, and showing a readiness to take calculated risks and accept new responsibilities.
- **Dependability:** Demonstrates reliability by being punctual, meeting commitments, and adhering to instructions, ensuring work is completed on schedule and communicating effectively when adjustments are needed.

- **Quality and Quantity of Work:** Strives for accuracy and thoroughness, proactively seeks feedback for continuous improvement, monitors productivity to meet and exceed standards, and maintains a balance between speed and precision in completing tasks.

WORK ENVIRONMENT

This position is currently following a hybrid work model with 2-3 days per week in the office.

This job description outlines the primary responsibilities of the position but is not an exhaustive list. The employee may be asked to perform additional duties as necessary to support organizational goals.