



## **Creative Manager**

### **EXAMPLES OF WORK PERFORMED:**

Supervise and lead the creative design team within the Bureau of Communications.

Take a message or goal and work with our press team to turn it into a campaign. This includes examining every digital and physical channel or medium and deciding which to utilize, and tailoring the campaign for those outlets.

Participate in designing and redesigning computer graphics, web page graphics, logos, illustrations, advertisements, brochures and many other forms of visual communication to include print, social and video.

Ensure that the delivered products or services adhere to the policies and standards of the Treasury Department.

Ability to delegate tasks among junior team members and oversee that quality and consistency of work is being completed within the deadline.

Train and mentor junior designers with specific experience in providing guidance that bolsters performance and confidence.

Suggest new ways of improving the quality of designs and other project issues.

Assist team members on how to choose the right style, attractive graphics, images, and other visual elements to adapt them according to the objectives of the project.

Work in collaboration with colleagues across different bureaus within the Treasury Department.

Must be successful in working on tight deadlines with minimal guidance.

### **REQUIRED KNOWLEDGES, SKILLS, AND ABILITIES:**

Experience working with other teams to implement changes to a product's design, and in some cases influence others to better understand why certain design aspects matter more than others

Strong project management and organizational skills with the ability to deliver clear feedback to team members.

Directly manage project deadlines.

Excellent creative and innovative skills on multiple platforms.

Background in written communication.

**MINIMUM EXPERIENCE AND TRAINING:**

3+ years of communications/ marketing experience in either the public or private sector industries, with an emphasis in social media, graphic/ web design, or video.

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