
JOB DESCRIPTION: CREATIVE DIRECTOR

DEPARTMENT:	Curriculum Product Innovation	REPORTS TO:	Assigned Supervisor
JOB CLASS:	Manager	PAY GRADE:	19
EXEMPT STATUS:	Exempt	DATE:	07/31/15

Our Mission is to deliver a high quality, technology-based education that provides the skills and knowledge students need for success.

POSITION GENERAL SUMMARY:

The Creative Director manages the Curriculum Interactive Designers and provides design direction for all FLVS products, including the user interface for FLVS courses, learning assets and innovative applications. The Creative Director combines technical design skills and creative thinking with knowledge of graphic design, user interface design and motion graphics production.

ESSENTIAL POSITION FUNCTIONS:

- Manage the front-end user interface design process for online courses and learning assets
- Manage the layout preparation and wire framing of all course materials
- Provide Creative Direction for production of all multimedia course elements including video, animation, etc.
- Collaborate with Curriculum Team members to generate innovative learning concepts
- Manage production and design of all images, info graphics, and course graphic elements
- Present course and product designs to executive team
- Work with other Curriculum Managers to improve process and product designs
- Recruit, train and review full time and contract interactive designers
- Work with Instructional designers to understand and implement instructional best practices
- Keep abreast of the latest web design trends and technologies
- Provide Creative Direction to Innovation Lab team on next generation educational products
- Review and approve all work created by Interactive Designers
- Provide design team with feedback and coaching
- Manage, control, direct, and supervise assigned direct reports, including general leadership, planning, organizing, and reviewing
- Meet professional obligations through efficient work habits such as, meeting deadlines, honoring schedules, coordinating resources and meetings in an effective and timely manner, and demonstrate respect for others
- All work responsibilities are subject to having performance goals and/or targets established

(These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related duties as required.)

MINIMUM REQUIREMENTS:

Education/Licensure/Certification:

- Bachelor's Degree in graphic design, web design, art, UI/UX Design; or equivalent combination of education and relevant experience

Experience:

- Five years' experience in graphic design, web design, UI/UX design
- Two years' experience managing a creative team
- Experience collaborating across multidisciplinary teams, preferred
- Experience with education technologies and online curriculum development, preferred

Knowledge, abilities and skills:

- Experience with design software including Adobe Creative Suite
- Thorough knowledge of user interface design for the Internet and mobile devices
- Knowledge of client side technologies such as JavaScript, CSS, DHTML, preferred
- Knowledge of video, animation and motion graphics production, preferred
- Strong communication and presentation skills

CORE COMPETENCIES FOR SUCCESS:

<p>COMMUNICATION SKILLS</p> <p><i>Clearly and effectively conveys and/or presents information verbally; summarizes what was heard to mitigate miscommunication; Shares ideas and perspectives and encourages others to do the same; Informs others involved in a project of new developments; Disseminates information to other employees, as appropriate; Effectively uses multiple channels to communicate important messages; Keeps supervisor well informed about progress and/or problems in a timely manner; Writes in a clear, concise, organized and convincing way for a variety of target audiences; The written message is consistently error-free; The written message has the desired effect on the target audience</i></p>	<p>CUSTOMER FOCUS</p> <p><i>Prioritizes customers (internal and external) and their needs as primary and is dedicated to meeting their expectations; Develops and maintains customer relationships; builds credibility and trust; Quickly and effectively solves customer problems; Provides prompt, attentive service in a cheerful manner; adapts to changing information, conditions or challenges with a positive attitude; Incorporates customer feedback into delivery of service to provide the best experience possible for the customer; Actively promotes FLVS in community by serving as a FLVS ambassador or volunteer</i></p>
<p>INTERPERSONAL SKILLS</p> <p><i>Relates well with others; Treats others with respect; Shares views in a tactful way; Demonstrates diplomacy by approaching others about sensitive issues in non-threatening ways; Considers and responds appropriately to the needs, feelings and capabilities of others; Fosters an environment conducive to open, transparent communication among all levels and positions; Takes the initiative to get to know internal and external customers</i></p>	<p>FUNCTIONAL /TECHNICAL EXPERTISE</p> <p><i>Has the skills, abilities, knowledge and experience to be successful in functional area of expertise; Dedicates time and energy to keeping abreast of the latest information related to area of expertise and technology; Picks up on technology quickly; Does well in technical courses and seminars; Produces high quality work in organized and timely fashion</i></p>

MANAGER COMPETENCIES FOR SUCCESS:

<p>COMMAND SKILLS</p> <p><i>Relishes leading; Takes unpopular stands if necessary; Encourages direct and tough debate but isn't afraid to end it and move on; Is looked to for direction in a crisis; Faces adversity head on; Energized by tough challenges</i></p>	<p>CONFLICT MANAGEMENT</p> <p><i>Steps up to conflicts, seeing them as opportunities; Reads situations quickly; Good at focused listening; Can hammer out tough agreements and settle disputes equitably; Can find common ground and get cooperation with minimal "noise"</i></p>
<p>LISTENING</p> <p><i>Practices attentive and active listening with all groups/people; Has the patience to hear people out without interruption; Can accurately restate the opinion of others even when he/she</i></p>	<p>MANAGING DIVERSITY</p> <p><i>Manages all kinds and classes of people equitably; Deals effectively with all races, nationalities, cultures, disabilities, ages and both sexes; Hires variety and diversity without</i></p>

<i>disagrees</i>	<i>regard to class; Supports equal and fair treatment and opportunity for all</i>
<p>DEVELOPING OTHERS</p> <p><i>Provides constructive, concrete, behavioral feedback to others through monthly development discussions; Shares information, resources and suggestions to help others be more successful; Delegates challenging work assignments or responsibilities that will help the abilities and stretch others; Regularly meets with employees to review development needs, career aspirations and progress; Constructs compelling developmental plans and executes them; Creates a climate in which people want to do their best; Is a good judge of talent; After reasonable exposure, can articulate the strengths and limitations of people inside or outside the organization</i></p>	<p>TIMELY, QUALITY DECISION MAKING</p> <p><i>Makes decisions in a timely manner, sometimes with incomplete information and under tight deadlines and pressure; Able to make a quick decision; Makes good decisions based upon a mixture of analysis, wisdom, experience and judgment; Sought out by others for advice and solutions; Most of his/her solutions and suggestions turn out to be correct and accurate when judged over time</i></p>
<p>PROCESS MANAGEMENT</p> <p><i>Good at figuring out the processes necessary to get things done; Knows how to organize people and activities; Understands how to separate and combine tasks into efficient work flow; Can readily see opportunities or synergy and integration; Can simplify complex processes; Gets more out of fewer resources</i></p>	<p>TEAM BUILDING</p> <p><i>Develops networks and builds alliances; Participates in cross-functional activities to achieve organizational objectives; Focuses time and energy to develop direct report team and peer team; Fosters commitment, team spirit, pride and trust; Recognizes and rewards people for their achievements and contributions to organizational success; Identifies and tackles morale issues; Provides training and development to employees; creates and participates in team building sessions; Empowers others; Makes each individual feel his/her work is important; Invites input from each person and shares ownership and visibility</i></p>
<p>MANAGING & MEASURING WORK</p> <p><i>Clearly assigns responsibility for tasks and decisions; Sets clear objectives and knows what to measure and how to measure them; Monitors process, progress, and results; Designs feedback loops into work; Holds self and others accountable for achieving goals and objectives</i></p>	<p>COMFORT AROUND HIGHER MANAGEMENT</p> <p><i>Deals comfortably with more senior managers; Presents to more senior managers without undue tension and nervousness; Determines the best way to get things done with more senior managers by talking their language and responding to their needs; Crafts approaches to working with more senior managers that are seen as appropriate and positive</i></p>
<p>MANAGERIAL COURAGE</p> <p><i>Doesn't hold back anything that needs to be said; Is not afraid to provide current, direct, and "actionable" positive and corrective feedback to others; Lets people know where they stand; Faces up to people problems on any person or situation quickly and directly</i></p>	

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Location: Orlando VLC
- Frequency of travel: Occasional travel is required for meetings, trainings and conferences; location may vary and may require overnight stays
- Light physical activities and efforts required working in an office environment

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

FLVS does not discriminate in admission or access to, or treatment or employment in its programs and activities on the basis of race, color, religion, age, sex, national origin, marital status, disability, genetic information or any other reason prohibited by law.