

Creative Services Manager

Job Title: Creative Services Manager

Department: Marketing & Communications

Reports To: Senior Director of Marketing & Communications

Category: Exempt; Full-time

Position Summary:

The Creative Services Manager serves as the in-house designer and creative consultant for all of The Dallas Foundation's marketing and communications materials. As such, this vital role on the Marketing & Communications team will be responsible for developing and executing effective communication materials and marketing strategies that align with the organization's visual identity, assisting with campaign development, analyzing the effectiveness of each campaign, and championing initiatives that drive the mission of the Foundation. The ideal candidate will be responsible for implementing the organization's visual identity across all platforms and executing the logistics of our communications and marketing strategies

Duties and Responsibilities:

To perform this job successfully, the ideal candidate must be able to perform each essential duty and responsibility satisfactorily. These include the following:

- Design the Foundation's print and electronic collateral materials from conception through production
- Develop the strategy, as well as the design and execution of social media campaigns that align with the Foundation's mission, messaging and branding.
- Monitor online engagement on social media channels, including LinkedIn, Facebook, Twitter and Instagram
- Assist with the creation, writing and publication of email blasts, newsletters, grant announcements, invitations and direct mail pieces
- Monitor, maintain and update content on the Foundation website
- Ensure consistency of brand, message and presentation
- Assist in the creation and management of the Foundation's marketing calendar
- Catalogue and manage the Foundation's logo, photographic and iconographic inventories
- Order and manage the inventory of The Dallas Foundation branded merchandise
- Assist with Foundation special events
- Perform additional duties and responsibilities as determined by the Senior Director of Marketing & Communications

Supervisory Responsibilities:

None

Qualifications:

To perform this job successfully, the ideal candidate must be able to perform each essential qualification satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Strong design skills, including the demonstrated ability to work within an organization's brand guidelines
- Self-starter with a collaborative attitude
- Strong and persuasive writing skills
- Creative and detail oriented to ensure accuracy and quality of output



- Excellent interpersonal and team member skills
- Ability to work effectively with other functional areas and understand the operational and cultural issues relevant to achieving superior results
- Strong critical thinking skills with the ability to synthesize data
- Leadership skills and capacity to deliver high-impact results through both individual and collaborative efforts

Required Education/Experience:

- Bachelor's degree in marketing, advertising, design or related field from a four-year college or university
- Five to 7 years of professional, related experience
- Proficient with the Adobe Create Suite

To apply for the position, please send cover letter, resume and three samples of your work, to hiring@dallasfoundation.org

About The Dallas Foundation:

Established as a community foundation in 1929—the first in Texas—The Dallas Foundation serves as a leader, catalyst and resource for philanthropy by providing donors with flexible means of making gifts to charitable causes that enhance our community.