Director of Design and Communications

The Sam Fox School of Design & Visual Arts is one of seven schools at Washington University in St. Louis, a top-tier, private research university, with strong undergraduate programs in both the liberal arts and professional fields, and graduate programs in many fields, including Architecture and Art. The Director of Design and Communications envisions, creates, and evaluates communications for the Sam Fox School of Design & Visual Arts.

In its first ten years, the school established a strong identity as a leader in architecture, art, design, and exhibition. Now, as the school expands its facilities and programs with a major building project, there is an exciting opportunity to re-imagine and expand this identity and its associated website, to market each program individually, while also building the larger school identity across print, digital collateral, and social media practices. The Director of Design and Communications is a member of the School’s senior administrative team, reporting to the dean of the school, and works closely with the school’s directors and chairs, the Mildred Lane Kemper Art Museum, and with communications groups across the University, to lead strategic communications initiatives. The Director supervises two team members.

Responsibilities

Craft a visionary communication and design strategy to raise the profile of the school locally, nationally, and internationally.

Develop annual and long-range communications plans that:
• Articulate a vision for the school's messaging and graphic identity to build reputation. Ensure that the primary identity and sub identities are identified, differentiated, and consistently applied.
• Develop strong design solutions in alignment with the school’s identity.
• Establish messages that support the overall school as well as the individual goals of the undergraduate and graduate degree programs and majors within each academic program—art, architecture, communication design, urban design, landscape architecture, and fashion.
• Address the school’s multiple audiences and communications platforms.
• Establish timelines for projects; meet key project deadlines.

Oversee an annual budget. Evaluate.

Track communications efforts and their effectiveness. Prepare reports for senior administration to convey results.
Provide leadership and project management to serve the school's many internal and external communications needs.
Oversee the design, production, and content development of the School's print and digital publications, such as viewbooks, newsletters, e-news, and program brochures.
- Establish procedures for the Communications Office, ensuring positive working relationships.
- Oversee the school’s social media content and strategies.
- Manage the development of content and design for school website, including analytics.
- Collaborate with dean and multiple staff to advance fundraising.
- Partner with admissions team to help build an applicant pool of qualified and diverse undergraduate and graduate prospective students.
- Develop communications support for special events and exhibitions.
- Manage relationships with external vendors, including designers, coders, strategists, and printers.

Represent the Sam Fox School internally and externally.
Serve as the principal liaison with University Public Affairs to assure visibility of the school.
Serve on school and university committees.

Manage the Communications Office staff.
Complete annual performance evaluations; provide ongoing feedback.

Experience/Education
Bachelor’s degree in design, communications, marketing or a related field.
7-10 years of experience in a related role. Strong record of successful implementation of communications, leadership, and strategic planning.

Skills
Strong design background.
Writing and editing skills.
Ability to think strategically, critically, and creatively.
Ability to set and meet deadlines.
Digital media expertise.
Strong interpersonal skills and the ability to establish and maintain excellent relations with alumni, faculty, and university offices.

Apply
Submit an application, including writing and visual samples, at jobs.wustl.edu. Search job #38056.