

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.

