

JOB TITLE: Creative Services Manager

LOCATION: History Center - 345 W Kellogg Blvd., St. Paul, MN 55102

COMPENSATION: \$72,240.00 annual minimum

STATUS & HOURS: Full-time, regular (approximately 2,080 annual hours) position.

BENEFITS: Eligible to participate in State Employee Group Insurance Program and a retirement program with employer contribution. Generous vacation and sick time accruals with additional paid holidays.

DESIGNATION: Supervisory

POSTING DATE: July 17, 2024

DEADLINE DATE: Open Until Filled

TO APPLY: Interested applicants must apply online at the Minnesota Historical Society's career center at www.mnhs.org/jobs and include a resume and cover letter by the application deadline date.

DESCRIPTION: This position exists to manage the Minnesota Historical Society's creative services team and supervise the use and development of MNHS's brand and media identities. The Creative Services Manager proactively directs the creative development of design, copy, and multimedia content. The Creative Services Manager manages the Minnesota Historical Society's brand by leading the development and production of designed assets in all mediums that portray the MNHS brand to the public.

SUMMARY OF WORK: 1) Develop and manage the brand identity for MNHS and all of its entities; 2) Design and produce marketing materials; 3) Direct creative services production for branded materials, ensuring the MNHS brand is communicated clearly and consistently; 4) Manage and coordinate annual and long-range work plans; 5) Provide overall direction for hiring, training, supervision, and motivation for creative services staff, interns, and volunteers, and ensure overall compliance with MNHS policies and procedures; and 6) Serve as a catalyst for proactive change, ensuring that MNHS uses the latest and most effective creative vehicles to market and communicate its services and mission to the public.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, Graphic Design, or a related field.
- At least eight years of experience in creative direction and design, with specific managerial experience leading creative staff (copywriters, designers, multimedia developers, photographers, and videographers) within a large organization.
- Expert knowledge of design methods and standards.
- Expert knowledge and proficiency in the use of the Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premier)
- Demonstrated ability to transform goals into tangible marketing and communications products.

- Direct experience in creative development of copy, design for print and web, photography, videography, and multimedia production.
- Proven track record in developing, implementing, and adhering to work plans, budgets, and proposals.
- Understanding of marketing and communications fields.
- Demonstrated leadership to supervise the work of others and mentor staff.
- Demonstrated ability to work well under pressure and meet tight deadlines.
- Confidence and strong oral communication skills necessary to lead brand management. with diverse groups within the organization.
- Ability to work independently and take individual initiative while also being able to collaborate effectively and contribute positively in a team environment.
- Attention to detail in managing timelines and budgets.
- Valid driver's license.
- Ability and willingness to travel.

DESIRED QUALIFICATIONS:

- Experience in pre-press and coordinating with print vendors.
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Should you have questions with the application process, email humanresources@mnhs.org or call MNHS Job Line at 651-259-3181.

At MNHS, we don't just accept difference — we celebrate it, we support it, and we thrive on diversity for the benefit of our employees, our products and services, and our community. The Minnesota Historical Society believes that an inclusive culture among our team members is critical to our success as a historical society and museum, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool. The Minnesota Historical Society is proud to be an equal opportunity workplace and employer.