

Creative Director

Exceptional visual communication and the successful expression of an institutional brand do not happen by chance—they result from visionary leadership, deep expertise, and a commitment to collaboration across diverse teams. If you are a creative leader with a passion for visual storytelling, brand development, and innovative design solutions, the University at Buffalo (UB) has an outstanding opportunity for you as the **Creative Director** within the Division of University Communications (UC). Join UB, a top public research university and New York's flagship, to help shape the visual identity and enhance the outstanding reputation of a world-class institution.

Position Overview

The Creative Director is responsible for overseeing and guiding the visual expression of the UB brand across all university communications channels. This individual serves as the primary steward of UB's visual identity, ensuring that all communications meet the highest standards of design excellence and brand consistency. Working closely with the Associate Vice President for Marketing and Digital Communications (AVP), the Creative Director leads a talented team of visual communications professionals, providing mentorship, strategic direction, and creative guidance on all divisional projects.

Key responsibilities include:

Consultation and Production: Serve as the university's expert on design and the visual expression of the institutional brand, providing consultation to campus colleagues and guiding the utilization and maturation of UB's brand standards. Conceptualize and design solutions for a wide array of high-visibility communications needs, spanning print, digital, and environmental media.

Oversight and Guidance: Lead and mentor the Visual Communications team, fostering a collaborative and innovative environment. Provide creative direction on divisional projects, review and refine team output, and ensure that all deliverables meet the highest quality standards before final production.

Project Operations: Collaborate with the AVP and UC's Project Manager to balance workloads, manage deadlines, and maximize team efficiency. Oversee the integration of freelance talent when necessary, ensuring that external contributions align with UB's design and brand standards.

Administration: Lead the hiring and evaluation of visual communications staff, advise on administrative decisions, and collaborate with the AVP on strategic initiatives. Identify and coordinate professional development opportunities for the team, ensuring that UB's visual communications capabilities remain cutting-edge.

As Creative Director, you will play a pivotal role in ensuring that UB's visual communications are not only aesthetically distinctive and refined but also aligned with the university's strategic objectives and brand standards. This position offers a unique opportunity to shape the visual identity of one of the nation's leading public universities and to mentor the next generation of visual communication professionals.

About the University at Buffalo

The University at Buffalo (UB) is one of America's leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. A member of the prestigious Association of American Universities (AAU), UB's research, creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

About University Communications

Under the Vice President for Communications, the [Division of University Communications](#) (UC) is responsible for providing strategic leadership for institutional communications initiatives and practices, including internal communications, issues management, marketing and branding, trademarks and licensing, visual and editorial storytelling, crisis communications, and media relations for the University at Buffalo. UC is highly visible, and its communications products are the public face of the university for many audiences. The division's activities are closely aligned with the goals of UB's [Top 25 Ambition](#) and are directed by a communications strategy with four primary objectives:

1. Strengthen UB's reputation worldwide as one of the nation's leading public research universities and generate greater awareness of that reputation among key audiences, including peers, prospective students and faculty.
2. Build pride in the university and support its initiatives among students, faculty, staff, alumni, so that UB and its key stakeholders can achieve their goals.
3. Protect UB's reputation, and its ability maintain its operations, through proactive and responsive issues management and crisis communications.
4. Support UB's diversity, equity and inclusion goals by developing communications standards, practices and content to support a culture of inclusion at UB.

UC strives to integrate and align communications vehicles and associated disciplines, and provide strategic direction and best-practice counsel for communicators across the university, calling for a continual need to improve efficiency and effectiveness within the organization and across institutional channels.

Outstanding Benefits Package

Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options, and an option for a hybrid work modality. We focus on creating and sustaining a healthy mix of work, personal and academic pursuit—all in an effort to support your work-life effectiveness. Visit our benefits website to learn about our [benefit packages](#).

To apply please visit: <https://www.ubjobs.buffalo.edu/postings/52771>

The University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.