



**Position Title:** Associate Director of Brand Strategy & Visual Communications

**Department:** Marketing and Communications

**Reports to:** Vice President, Advancement

**Classification/**

**FLSA Status:** Level II (Exempt)

**Primary Function:**

The Associate Director of Brand Strategy & Visual Communications, under the direction of the Vice President for Advancement and Director of Marketing and Communications, provides strategic leadership in the development, implementation, and management of Sherman College's visual identity, brand alignment, and institutional marketing communications.

This position serves as the institution's subject matter expert for visual communications, brand consistency, and creative workflow strategy across print and digital platforms. The role collaborates with campus stakeholders to ensure that all communications and promotional materials align with the college's mission, strategic priorities, and institutional identity

**Key Responsibilities:**

1. Reflect, articulate, and promote the mission, vision, identity, and strategic priorities of Sherman College of Chiropractic through cohesive institutional brand and visual communications initiatives.
2. Serve as the institution's subject matter expert for brand strategy, visual identity standards, and visual communications, ensuring consistency across print, digital, social, environmental, and promotional platforms
3. Provide strategic leadership and creative direction for institutional marketing and communications materials, ensuring alignment with college priorities, audience engagement goals, and established brand standards.
4. Guide marketing workflow operations and project management processes to ensure timely execution, prioritization, consistency, and effective collaboration across departments.

5. Collaborate with campus departments to develop integrated marketing and communications strategies that support institutional advancement, enrollment, academic initiatives, continuing education, student engagement, and campus events.
6. Lead the development, design, and production oversight of branded institutional collateral including publications, advertising campaigns, recruitment materials, presentations, environmental graphics, digital assets, and promotional materials.
7. Partner with the Director of Marketing and Communications to support institutional storytelling, strategic communications initiatives, and cross-departmental marketing efforts.
8. Write, edit, design, and oversee the production of internal and external communications materials, including institutional publications, newsletters, campaign materials, digital communications, and other marketing initiatives.
9. Collaborate with the Digital Media Producer to ensure cohesive institutional messaging, visual consistency, and strategic alignment across digital media, video, social media, and web-based communications.
10. Provide institutional oversight and consultation regarding the development of branded materials created across campus departments to maintain alignment with Sherman College's visual identity and communications standards.
11. Coordinate and manage the distribution of institutional news and communications through established college platforms to support audience engagement and timely dissemination of information.
12. Train, mentor, and oversee student workers, interns, and other departmental support personnel while fostering professional growth and experiential learning opportunities, when applicable.
13. Participate in college events and initiatives, including Lyceum and other advancement, enrollment, and campus engagement activities.
14. Lend enthusiastic support to college policies and to fellow co-workers, particularly in the presence of students.
15. Pursue professional development opportunities that strengthen expertise in brand strategy, visual communications, marketing trends, technology, and higher education communications practices.
16. Demonstrate ongoing commitment to the mission, values, and professional standards of Sherman College of Chiropractic.
17. Fulfill additional duties as assigned by the vice president for advancement in concert with the director of marketing and communications.

**Basic Knowledge and Skills:**

1. Bachelor's degree required; master's degree preferred in graphic design, media design, visual communications, communications, marketing, digital media, interactive design, or a related field. A portfolio with samples of work required;
2. Demonstrated expertise in brand strategy, visual communications, marketing communications, and institutional storytelling.

3. Strong understanding of brand governance, audience engagement, visual identity systems, and integrated marketing communications.
4. Excellent written, verbal, and interpersonal communication skills with the ability to communicate effectively across diverse institutional audiences.
5. Advanced proficiency in Adobe Creative Cloud applications, including InDesign, Illustrator, Photoshop, and related design and communications technologies.
6. Experience managing creative workflows, multiple projects, competing priorities, and deadline-driven initiatives in a collaborative environment.
7. Ability to provide strategic creative direction while maintaining alignment with institutional goals, messaging, and brand standards.
8. Strong organizational, project management, and problem-solving skills with exceptional attention to detail.
9. Experience developing and producing print and digital communications materials across multiple platforms.
10. Ability to collaborate effectively with institutional leadership, faculty, staff, vendors, and external partners.
11. Knowledge of digital communications tools, email marketing platforms, social media management systems, and content management best practices.
12. Ability to compose, edit, and prepare professional communications, reports, presentations, and marketing materials with accuracy and professionalism.

**Preferred Knowledge and Skills:**

1. Previous higher education, nonprofit, healthcare, or mission-driven organizational experience.
2. Experience supporting institutional advancement, enrollment marketing, donor communications, or strategic communications initiatives.
3. Knowledge of chiropractic or complementary healthcare professions.
4. Experience mentoring students, interns, or emerging communications professionals.

**Physical demands and work environment:**

**Physical demands:** While performing the duties of this job, the employee is occasionally required to walk, stand, sit; use hands to finger, handle or feel objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision and the ability to adjust focus. Employee may also be required to pull, lift and/or carry 25 lb. maximum.

***Mental stress:*** Fast-paced office environment with numerous and simultaneous demands and deadlines.

***Work environment:*** While performing the duties of this job the employee works in a controlled work environment and the noise level in the work environment is usually minimal.

**General sign-off:** The employee is expected to adhere to all company policies and to act as a role model in the adherence to policies.

I have read and understand this explanation and job description:

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Signature

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Date