



Creative Strategy Senior Director

Job Code: 8310

Salary Grade: S10

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

Oversees the graphic design and photography departments and is responsible for devising, implementing and managing the strategy, vision and direction of the Oklahoma Athletics brand, comprising all external print communications and digital campaigns in collaboration with various departments and Oklahoma's 21 sports programs.

- Oversee and manage the graphic design and photography staff, directing workflow, project intake, and resource allocation.
- Assign projects, track progress, and provide feedback to ensure high-quality output and adherence to brand standards.
- Manage the department budget, collaborating with other departments, senior leadership, and coaches to maintain budget integrity and workflow efficiency.
- Contribute to the overall vision and goals of Athletics by enhancing fan and student-athlete experiences through compelling storytelling and multimedia content.
- Serve as the department's lead graphic designer, driving brand strategy and executing key departmental and revenue-generating initiatives.
- Develop and implement design concepts, presentations, templates, layouts, merchandise, and other collateral from concept to final execution.
- Act as primary designer for assigned sport(s), creating advertisements, print materials, and promotional content for all athletics-related teams and departments.
- Attend sport-specific content planning meetings and serve as the primary liaison between the design/photography unit and coaches or staff to maintain creative vision and brand standards.
- Ideate and present creative concepts, briefs, and campaigns to internal and external stakeholders.
- Coordinate and provide creative direction to photographers and student-athletes during photoshoots.
- Maintain an accessible photo archive to support promotional and departmental needs.
- Collaborate with other departments and partners to implement marketing, communications, ticketing, Sooner Sports Properties, NIL, digital media, SoonerVision, Sooner Club initiatives and licensing initiatives.
- Work with external vendors and leadership on brand management, quality control, and creative standards.
- Participate in content development, research, and idea generation to achieve departmental objectives, particularly initiatives that enhance the brand and drive revenue.
- Create graphic content for digital and print, including motion graphics, video, and photography, using Adobe Creative Cloud tools (Photoshop, Illustrator, InDesign, etc.).
- Develop graphic concepts and templates for department-wide use, enabling consistent branding across teams and programs.
- Assist in advancing the department's mission, vision, and strategic goals through creative and operational contributions.
- Performs other duties as assigned

Minimum Qualifications

Education:

- Bachelor's degree

Experience:

- 2 years of experience in graphic design, photography, or multimedia content creation.

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- In-depth understanding of graphic design principles, branding, layout, typography, and color theory.
- Comprehensive knowledge of photography techniques, lighting, composition, and post-production workflows.
- Familiarity with multimedia content production, including video, motion graphics, and digital assets.
- Demonstrated ability to make high-level decisions quickly, effectively, and independently.



JOB DESCRIPTION

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- Proven ability to manage multiple collaborative projects, prioritize tasks, and meet deadlines in a fast-paced environment.
- Strong interpersonal, verbal, and written communication skills, with the ability to collaborate across diverse teams.
- Solid understanding of college athletics, including Oklahoma Athletics, history, traditions, and culture.
- Experience in supervising, mentoring, and managing staff effectively.
- Knowledge of and adherence to University, SEC, and NCAA rules, regulations, and policies.

Working Conditions

- Frequent attendance at sporting events, photoshoots, and meetings, including evenings and weekends as needed
- Occasional travel for events, special projects, meetings, or external collaborations.
- Fast-paced environment with overlapping deadlines and multiple projects requiring multitasking.
- Exposure to moderate physical activity, including standing or walking during events and photoshoots

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