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**Rocky Mountain Student Media | Creative Lead / Design Director / Adviser
(Part-Time, 20 hrs/week) \$25 per hour**

Job Purpose

The Creative Lead / Design Director / Advisor is a professional staff leadership role responsible for guiding the creative vision, strategy, and execution of Rocky Mountain Student Media’s client and internal work. This role combines agency-level creative leadership with hands-on mentorship, supporting and developing a team of student designers while ensuring high-quality, client-ready creative output. This role focuses on direction, mentorship, and oversight, with most production work executed by student designers.

The Creative Director serves as both a **creative leader and educator**, helping students translate real-world client needs into effective visual solutions, while maintaining the integrity and consistency of RMSM’s brand and creative standards.

Key Responsibilities

CREATIVE DIRECTION & STRATEGY (30%)

- Lead the creative vision and direction for client campaigns across digital, print, social, and experiential platforms
- Translate client goals and marketing objectives into compelling creative concepts and visual solutions
- Review and approve creative work to ensure it meets professional, client-ready standards
- Provide art direction and concept feedback throughout the design process
- Ensure all work aligns with brand strategy, messaging, and audience goals
- Collaborate with sales, marketing, and leadership teams to develop creative solutions that drive results for clients

ADVISING & TEAM DEVELOPMENT (30%)

- Mentor and develop a team of 4–5 student designers, fostering growth in both creative skills and professional readiness
 - Provide ongoing coaching, constructive feedback, and creative guidance in both group and one-on-one settings
 - Lead training sessions on design principles, creative thinking, workflows, and industry best practices
 - Support students in building portfolios and preparing for careers in design and creative fields
 - Create an inclusive, collaborative, and growth-oriented team environment

PROJECT MANAGEMENT & PRODUCTION (25%)

- Oversee creative workflow and project timelines, ensuring projects are delivered on time and at a high level of quality
 - Collaborate with the Creative Services Student Leader to assign projects and manage workload across the team
 - Communicate with internal stakeholders and clients to align expectations, timelines, and deliverables
 - Step in on high-priority or complex projects when needed to ensure successful execution
 - Maintain efficient creative processes and workflows that mirror real-world agency environments.
- Contribute to design work when needed, particularly on high-visibility or complex projects

BRAND & QUALITY CONTROL (15%)

- Maintain and uphold RMSM's corporate brand standards across all platforms and materials
 - Ensure consistency, accuracy, and quality across all creative deliverables
 - Support the evolution of RMSM's visual identity and creative offerings
 - Establish and reinforce best practices for design quality, file preparation, and production standards

Required Qualifications

Education

- Bachelor's degree in graphic design or related field (preferred)

Experience

- 3–5+ years of professional design or creative experience (agency or in-house preferred)
- Experience leading or mentoring creative teams
- Experience working with clients and translating business goals into creative solutions

Knowledge, Skills, and Abilities

Creative & Strategic

- Strong portfolio demonstrating creative thinking, brand development, and campaign execution
- Ability to lead concept development and provide clear creative direction
- Understanding of marketing, advertising, and audience-driven design

Software & Technical

- Advanced proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Working knowledge of motion/animation tools (After Effects preferred)
- Familiarity with project management tools ([Monday.com](https://www.monday.com) or similar)
- Comfortable working within collaborative tools (Slack, Google Workspace, etc.)

Leadership

- Strong mentor and coach with the ability to develop emerging talent
- Excellent communicator with the ability to give clear, actionable feedback
- Highly organized, adaptable, and able to manage multiple projects simultaneously
- Collaborative mindset with a solutions-oriented approach

What Makes This Role Unique

- Lead real client work across a multi-channel media and marketing organization
- Build and shape a student creative team in an agency-style environment
- Blend creative leadership with mentorship and teaching
- Flexible, part-time role with meaningful impact and autonomy

This role is ideal for a designer who enjoys both creating and mentoring, and is



looking for meaningful, flexible work with real-world impact.

For full consideration, please send your resume, cover letter and 5 samples of your work and/or your portfolio website to Christa Reed, Director of Sales & Marketing at Rocky Mountain Student Media: christa.reed@colostate.edu no later than April 30, 2026.

About Rocky Mountain Student Media Rocky Mountain Student Media Corp's Mission:

- Providing CSU students with hands-on, real-world training to develop the skills needed for successful post-college careers.
- Delivering news, entertainment, and engaging content to the CSU and Fort Collins communities.

For a full EOE and DEI statement (and for other corporate info) visit:

<https://rmsmc.com/documents/>

