

Associate Director of Production – Creative Services

Department: Brand & Communications

Organizational Relationship: Reports to the Global Creative Director

FLSA Status: Exempt

Last Updated: October 14, 2024

General Summary:

The Associate Director of Production – Creative Services is a senior-level leadership position within the Creative Services team in the Brand & Communications Department. A hands-on management and customer service role, the Associate Director of Production is responsible for project management, efficient workflows, and ensuring quality control of design outputs. The Associate Director leads the operations and traffic team, organizes and art-directs production projects, and executes and positions all creative projects from intake to delivery, while maintaining clear and proactive communication with internal clients at every stage of the production process.

The role is responsible for overseeing the operations and traffic function, digital asset management, and the production designers on the Creative Services team. The Associate Director leads the production and implementation function, innovates processes, and streamlines workflows to ensure efficiency, consistency and flawless execution.

As a steward of the brand, the Associate Director of Production ensures creative assets align with the brand guidelines, educates and aligns internal stakeholders on production strategy, and maintains consistency of the firm's visual identity across materials, media, channels, and products.

This position collaborates closely with colleagues in the Brand & Communications team, in particular Marketing, Digital Media, Social Media, and Video Production, as well as adjacent teams including Business Development, Recruiting, Citizenship, and Attorney Development, among others.

Essential Duties and Responsibilities:

“Essential duties” are those that an individual must be able to perform with or without reasonable accommodation.

1. Oversees the Creative Services' operations and traffic team, ensuring efficient workflows, resource allocation, and proper organization and usage of digital assets within the firm's digital asset management system (DAM)
2. Leads and participates in diverse production design projects, including templates, presentations, collateral systems, sponsorship deliverables, and advertisements
3. Brings a customer service mindset to every internal client engagement and interaction, from initial brief to delivery, and beyond

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4. Creates and executes strategic plans for the Creative Services function, challenging conventional approaches to innovate services, and improve service
5. Supports and directs production designers with clear and actionable design direction for digital and traditional media layout, typographic hierarchy, and other graphic elements as well as art direction for photography selection, illustration and information graphics
6. Maintains and evolves Latham's Visual Identity System Guidelines, production template suites, and visual asset libraries
7. Works closely with Business Development's Visual Strategy team to ensure a cohesive and integrated approach to templates, projects, and presentation design workflows
8. Establishes service-level agreements (SLA) to measure performance, such as response times, availability, and quality standards
9. Oversees external content and production partners including photographers and illustrators
10. Generates performance evaluations and recommends salary increases, working with Human Capital & Talent to recruit, hire, train, coach, and manage the performance of employees
11. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

- Bachelor's degree or equivalent in graphic design, fine arts, or related field required

Work Experience

- A minimum of 12 years' experience in a large-scale, high-volume, fast paced in-house role required

Knowledge, Skills & Abilities

- Ability to implement a strategic vision in line with business priorities goals
- Excellent organization and operations skills with the ability to establish efficient, scalable workflows
- Deep understanding of branding, marketing, and communications systems, with a particular emphasis on digital and B2B marketing
- Strong design sense including expertise in typography, design layout, color principles, photo editing, art direction and vendor oversight
- Extensive knowledge of delivering integrated content for all marketing channels and media
- Advanced knowledge of PC applications, including the entire suite of MS Office applications (Microsoft Word, Excel, and PowerPoint)
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as DAM systems; and familiarity with web design tools and principles
- Excellent communication, presentation, and interpersonal skills
- Ability to work under pressure, manage multiple projects, and meet tight deadlines
- Ability to handle confidential and sensitive information with the appropriate discretion

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- Ability to undertake large, long-term projects, develop alternative methods to complete them, and implement solutions

Additional Requirements

- Moderate travel may be required

Physical Demands

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

Working Conditions

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.