

HR Title: Communications Strategist
Working Title: Communications Manager
Job Code: 1218
FLSA: E
Job Level: 13
Job Family: JF 28
Updated: 8/15/25

Occupational Summary

The Communications Manager will be responsible for the development, implementation and delivery of school-wide communications including the School's newsletters and a range of editorial and promotional content. The communications manager is the primary writer for DUSON's editorial team. The communications manager will provide communications support for both strategic initiatives and operational topics. This person will manage these communications supporting the strategies set by the Associate Dean for Marketing and Communications and the Director of Communications.

Supervisor

This position reports to the Director of Communications.

Essential Duties

- Partner with Associate Dean, Director of Communications, and school leadership to develop materials including messages, emails and scripts to share the school's objectives, culture and values to its students, faculty and staff establishing best practices for creative and inclusive internal communications.
- Research, conduct interviews and write complex, substantial, and institutionally important stories for the website, magazine, and other outlets about DUSON and its programs, activities, faculty members, students, and staff as the primary writer of the Editorial team. Craft social media copy to accompany these stories and make recommendations for amplification strategies.
- Plan, write and distribute School's internal and external newsletters and collect key distribution metrics to be shared with Marketing and Communications team.
- Edit, review and enhance internal communication materials including presentations, newsletters and handouts for various internal audiences.
- Develop school communication materials both proactively and upon request. Identify communication gaps and opportunities and propose solutions.
- Develop and maintain collaborative working relationships with other departments to understand their communications needs and to capture and reflect priorities in alignment with the School's overall Marketing and Communications strategy.

- Support project management by tracking communication projects for the team in project management tool and provide concise project updates and progress reports for all assigned projects.
- Manage video display and elevator content for DUSON facilities, ensuring content is timely and consistent with brand standards.
- Serve as a moderator of emails sent to internal email distribution lists, making email release decisions quickly and ensuring messages balance the need for community building with appropriate use of corporate email.
- Participate in weekly editorial meetings with Content Development Manager and Director of Communications.
- Work collaboratively with Marketing & Communications team colleagues to ensure an integrated, effective approach across all communications.
- In collaboration with editorial team, work with partners across Duke to get DUSON communications amplified by relevant Duke channels.
- Work closely with management to meet strategic objectives, project goals and deadlines.
- Other duties as assigned as new tactics and opportunities emerge in an ever-evolving communications landscape.

Required Qualifications at this level

- Education/Training
 - Work requires background in communications, marketing, strategic planning, analytical and organizational skills generally required through completion of Bachelor's degree in journalism, public relations, communications or a related field.
- Experience
 - Requires four years of experience in journalism, healthcare communications, public relations, internal/employee communications or related field with experience posting and publishing through print and electronic mediums, including content management systems (CMS) and newsletter platforms.
 - Work requires communications, analytical and organizational skills necessary to manage and coordinate a variety of tasks
 - Experience working in agency/non-profit healthcare communications with a focus on employee engagement/internal communications and an understanding of how to write about research and healthcare is preferred.
- Skills
 - Strong motivation and initiative to understand and implement an internal

communications plan utilizing a broad range of tactics

- Excellent writing, storytelling and communication skills
- Strong experience with Microsoft Office suite
- Experience with email newsletter platforms such as Emma, Constant Contact or Mailchimp
- Basic understanding of CMS such as WordPress or Drupal
- Confidence to interact effectively with a wide variety of people of diverse professional cultural backgrounds and political views
- Proven ability to work collaboratively as an integral part of a multi-disciplinary team
- Sound judgment with a high level of interpersonal and diplomatic communication skills
- Passion and interest in the School's mission and values