

Duke University School of Nursing
Working Title: Content Development Manager
HR Title: Communications Strategist
Job Code: 1218
Job Level: 13
Updated: 11/8/2023

Overview

The Content Development Manager is responsible for creating and implementing communication strategies to support major initiatives and projects. The manager establishes writing and editorial standards and provides oversight of editorial content for publications and other internal and external communication channels. The manager has primary responsibility for developing and managing the school's editorial calendar, ensuring the quantity and quality of stories, articles, profiles and other communications support marketing and communications (M&C) goals. The manager is one of the staff responsible for researching and writing stories, articles and profiles for use across communications channels.

Supervisor

This position reports to the Associate Dean, Marketing and Communication

Responsibilities

1. Establishes and leads a process to identify topics for stories, articles and profiles for all channels with the help of other marketing and communications team members and subject matter experts from across the school. Develops an active program of regular individual and group outreach to faculty, staff and students to become aware of topics or events that should be included in the editorial calendar. Develops relationships and is perceived by members of the DUSON community as approachable and someone who genuinely wants to hear their story ideas to facilitate the inflow of these ideas.
2. Manages and updates in coordination with other M&C team members the editorial calendar used as a primary planning and monitoring tool for DUSON M&C content.
3. Makes story research and writing assignments to other M&C staff and free-lance writers, remains up to date on progress, shifts story priorities as needed, edits the stories that are produced, and serves as the approver of articles, stories, profiles and other DUSON communications managed by the M&C team.
4. Coordinates closely with the photographer and videographer to ensure high quality photos, images or diagrams are identified or obtained within the same timeline as stories are developed. Makes photography and videography assignments in support of the alignment of visual assets being available when stories are ready for publishing.
5. Develops and writes complex, substantial, and institutionally important stories about DUSON and its programs, activities, faculty members, students, and staff. Conceptualizes, researches, conducts interviews, and writes stories for publishing.
6. Primary responsibility for coordinating the planning and production of the external magazine, produced in electronic and hard copy format. Develops draft plans for magazine themes, stories and sections and gains support/approval of supervisor. Coordinates free-lance writers and designers. Leads the editing and

review of the magazine. Manages the production schedule to ensure a high quality, on budget and on time production. Seeks out and obtains review and approval from supervisor and the Dean before finalization.

7. Serves as back up for production of internal and external DUSON newsletters and support of Dean's communications, including planning and execution of high-profile Dean focused events, meetings and presentations, information dissemination and creation/ensuring understanding and role clarity around run of show.
8. Develops data-based performance metrics that allow for DUSON's stories and content to support the expansion of the school's messages to growing audiences. Agree upon goals to advance performance against metrics with supervisor and execute plans to achieve these goals. Metrics should support an ever-increasing number of people viewing the school's stories and engaging with its content.
9. Serve as a back-up 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.
10. Actively participate as a member of the marketing and communications team.
11. Perform other duties as assigned.

Minimum Requirements

Education/Training

Work requires communications, planning, analytical and organizational skills and the ability to perform creative writing and related activities including conducting interviews and research, and copy editing generally acquired through completion of Bachelor's degree in journalism, public relations, communications, English or a related field.

Experience

Requires four years of experience in journalism, public relations, marketing or related field with experience writing digital stories or articles, posting and publishing through print and electronic media. Work requires four years of directly related writing experience, and communications, analytical and organizational skills necessary to manage and coordinate a variety of tasks. Experience managing an editorial; process or calendar and coordinating the work of others is preferred. Experience working in an academic environment is also preferred.

OR ANY OTHER EQUIVALENT COMBINATION OF RELEVANT EDUCATION AND/OR EXPERIENCE.