

Duke University School of Nursing
Working Title: Editorial Manager
HR Title: Communications Strategist
Job Code: 1218
Job Level: 13
Updated: 8/14/2025

Overview

The Editorial Manager is responsible for establishing editorial and content standards for DUSON external communication channels. The manager has a primary responsibility for developing and managing the school's editorial calendar and magazine, ensuring the high quality of content to support marketing and communications (M&C) goals. This role also involves cultivating relationships with faculty, students, alumni, and staff to surface compelling stories and identify editorial opportunities that reflect the school's mission and impact. 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

Responsibilities

- Establishes and implements processes to identify topics for stories for all channels, including website and social media, in partnership with editorial team and subject matter experts from across the school. Monitors shared news inbox and routes items for editorial discussion/treatment and media outreach.
- 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.
- 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.
- 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 gain 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 Associate Dean and Dean before finalization.

- Coordinates and schedules social media posts and conducts weekday monitoring of school's social media channels to engage with posts (e.g., commenting, liking) and help to surface and amplify stories that align with editorial priorities and foster deeper connections with key audiences.
- Coordinates editorial assignments within editorial team to follow up on progress, shifts story priorities as needed and edits the stories that are produced prior to publication.
- Coordinates story visual assets (e.g., videography, photography) aligned with content and optimized per channel.
- Coordinates with Director of Communications for story and content approval.
- 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.
- Develops multimedia assets directly when needed to support editorial priorities for social media and web.
- Works collaboratively with Marketing & Communications team colleagues to ensure an integrated, effective approach across all communications.
- Works closely with management to meet strategic objectives, project goals and deadlines.
- Performs 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.