

HR Title: Communications Strategist
Working Title: Internal Communications Manager
Job Code: 1218
FLSA: E
Job Level: 13
Job Family: JF 28
Updated: 5/22/24

Occupational Summary

The Internal Communications Manager will be responsible for the development, implementation and delivery of internal school-wide communications including the development of the School's internal newsletter, internal communications materials, and programs. This person will manage these communications supporting the strategies set by the Associate Dean for Marketing and Communications. This person will provide communication support for both strategic initiatives and operational topics.

Essential Duties

- Partner with senior leadership to develop communications to share the school's objectives, culture and values to its students, faculty and staff.
- Create internal communication plan in alignment with School's overall Marketing and Communications strategy to identify tactics to support staff and faculty engagement.
- Plan, write and distribute School's internal bi-monthly newsletter.
- Engage with stakeholders such as the Dean's Office, the Office of Student Services, the Office of Diversity, Equity, Inclusion & Belonging, the Business Office and Academic Affairs to understand their communications needs.
- Establish best practices and tools for creative and inclusive internal communications.
- Edit, review and enhance internal communication materials including presentations, newsletters and handouts for various internal audiences.
- Draft messages or scripts for school leaders for presentation to students, faculty and staff or other pertinent audiences in written or spoken form.
- 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 capture and reflect priorities.
- Research and recommend other activities, modes and mediums to improve communication within the school.
- Support project management by tracking internal communication projects for the team in project management tool and provide concise project updates and progress reports for all assigned projects.
- Write, develop and post relevant faculty, staff and student stories to the website as assigned in partnership with Content Development Manager and Web Administrator.

- Participate in weekly editorial meetings with Content Development Manager, Executive Communications Strategist and Digital Media and Events Specialist
- Work collaboratively with Marketing & Communications team colleagues to ensure an integrated, effective approach across all communications.
- Develop and maintain collaborative working relationships with leaders and key communication offices and staff for Duke University and Duke University Health System.
- 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 five 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