

**Duke University School of Nursing**  
**Working Title: Digital Media and Events Specialist**  
**HR Title: Public Relations Specialist**  
**Job Code: 1300**  
**Job Level: 11**  
**Updated: 01/10/24**

### **Overview**

The Digital Media and Events Specialist is responsible for developing, implementing and managing DUSON's social media strategies and channels, supports and coordinates events from a marketing and communications perspective, serves as the team's graphic designer and supports marketing initiatives.

### **Supervisor**

This position reports to the Associate Dean, Marketing and Communications

### **Responsibilities**

1. Primary responsibility for developing, implementing and managing social media for the school. Manage the day-to-day, create, and amplify engaging and relevant content for social media accounts, including Facebook, Instagram, Twitter, LinkedIn and other emerging platforms. Monitor social media for news and trends about or that affect the school; and maintain the school's voice and tone on our social media platforms.
2. Manages social media schedule to ensure at least 6 quality posts per channel, per week.
3. Develops and consistently utilize templates for social media posts that are consistent with brand standards and drive engagement.
4. Creates and analyzes reports to inform future social media content decisions relative to content.
5. Develops data-based performance metrics that allow for expansion of the school's social media followers and engagement towards a goal of having the most followers and best engagement among the top private schools of nursing. Agree upon goals to advance performance against metrics with supervisor and executive plans to achieve these goals. Metrics should support an ever-increasing number of people viewing the school's stories and engaging with its content.
6. 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 shared via social media. 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.
7. Educates the DUSON community on the use of social media to amplify the school's reach.
8. Manages video display and elevator content for DUSON facilities, ensuring content is timely and consistent with brand standards.
9. Serves as back up for the school's electronic newsletters.
10. Supports the work of the marketing and communications team by designing and developing materials used across DUSON channels, including for example, websites, conference ads and sponsorships, articles, stories and display flyers.
11. Supports marketing initiatives and needs as assigned.
12. Supports and helps coordinate school events as needed.
13. Actively participates in marketing and communications activities and meetings to develop story ideas.
14. Performs other duties as assigned.

## **Minimum Requirements**

### **Education/Training**

Work requires communications, marketing, strategic planning, analytical and organizational skills generally required through completion of Bachelor's degree in journalism, public relations, communications, English or a related field.

### **Experience**

Requires two years of experience in event management, journalism, public relations, marketing or related field with experience posting and publishing through print and electronic mediums, including content management systems. Work requires communications, analytical and organizational skills necessary to manage and coordinate a variety of tasks. Experience working in an academic environment is preferred.

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