

## **Duke University School of Nursing Job**

### **Description**

**HR Title: Associate Dean, Marketing and Communications, SON**

**Working Title: Associate Dean, Marketing and Communications**

**Code: 2559**

**Job Level: 17**

Updated: December 20, 2023

### **Principal Responsibility**

Collaborating with key stakeholders, lead the development and execution of Communications and Marketing strategies, plans, and initiatives that align with DUSON's mission to address health inequities, enhance the school's reputation, foster student, and faculty recruitment, and attract support and engagement from donors, alumni, businesses, and government leaders.

### **Reports to**

Vice Dean, Finance and Administration David Bowersox

### **Specific Duties**

- Gain an appreciation and understanding of key objectives for all constituencies as well as the history and culture of DUSON by meeting with faculty, staff, students, and alumni. Develop and maintain effective relationships throughout the School focusing on collaboration across departments to increase efficiencies, break down silos and create effective storytelling across all channels.
- Utilize market data, customer feedback and direction from school leaders to advance the school's value proposition, in particular fully substantiating and amplifying what differentiates DUSON from other top nursing schools.
- As a member of the Dean's leadership team, provide strategic counsel to the Dean as well as the overall leadership team.
- Ensure consistency and seamless integration of brand messaging across thought leadership, executive communications, speeches, social, etc.
- In partnership with the Dean, the Communications and Marketing team, and in collaboration with faculty and stakeholders, develop a Content Marketing/Thought Leadership strategy and platform that effectively and comprehensively communicates DUSON mission and vision.
  - Develop an omnichannel plan and program to highlight DUSON's thought leadership, including bylined articles, research papers, blog posts, videos, podcasts, social media, academic journals, etc. with the objective of being informative, thought-provoking, and demonstrating DUSON's innovative approach to the issue of health inequity.
  - Establish metrics to measure the success of the thought leadership strategy, including website traffic, social media engagement, media mentions, and opportunities for collaboration or speaking engagements.

- Collaborate with other thought leaders, educational institutions, and organizations to expand the reach and impact of the Dean's ideas, participating in conferences, research projects, or panel discussions.
  - Promote thought leadership initiatives internally within the school, encouraging faculty, staff, and students to engage with the content and actively contribute to the ongoing conversation.
- Oversee the development and execution of a strategic Internal Communications plan that reinforces the school's mission, strategic priorities and shares essential information needed by the internal DUSON community.
- Oversee publications and circulation in the mass media of news and feature articles that promote the school's distinguished research, education, and clinical practice activities. Take a proactive approach to media relations and social media efforts to ensure that DUSON's messages and stories reach key target audiences and have impact; leverage those messages and stories in support of DUSON's distinguished research, education, and clinical practice activities.
- Oversee school events that include planning and implementation of designated Dean's Office events, ceremonies, high profile guest speakers, and Dean's lecture series.
- Create and implement Communications and Marketing strategies and programs in support of school target audiences: Students, Faculty and Staff, Ranking Influencers, Alumni and Donors, Business Partners, and Government Leaders.
- Partner with Admissions leaders to support innovative and strategic initiatives aligned with student recruitment. Support the development of targeted lead generation programs to impact top-of-funnel, application growth, and a strong engagement platform for post inquiry prospective students with a particular focus on diversity.
- In partnership with Development and Alumni Affairs, promote and leverage signature alumni engagement and development activities that deliver philanthropic support and grow the pipeline.
- Develop a team of driven, collaborative, and highly competent professionals. Provide leadership, coaching and active management for the team to increase its capabilities, improve effectiveness and deliver an exceedingly high level of service. Evaluate structure and capabilities of the team against the goal of providing a unified, proactive, and client-focused resource for DUSON. Function as both "player and coach" in being the driver of marketing and communications strategic direction as well as a "hands on" leader.
- Develop and promote an environment of data-based decision making and metrics-driven improvement in effectiveness, methods, costs, and results.
- In collaboration with Duke Health and/or Duke University, represent DUSON as its communications strategist to maximize opportunities to amplify DUSON's messaging where appropriate.
- Help to steward the consistency of DUSON brand; establish and set school standards for external communications, including editorial policies and guidelines, graphic standards and templates, policies, and procedures for displays and exhibits that are supportive of DUSON and Duke Health branding standards.

- Oversee the development and management of the website, social media, and digital, print, and multimedia advertising in support of marketing strategies, recruitment goals, brand expansion, reputation enhancement and the mission.
- Direct the school's annual centralized professional conference program including utilizing conferences as an opportunity to advance marketing and advertising tactics.
- Determine fiscal requirements; prepare budgetary recommendations; and monitor expenditures of advertising, marketing and communications budgeted funds.

### **Requirements**

#### Education/Training

Work requires a bachelor's degree. Master's degree preferred.

#### Experience

Work requires at least 10 years of experience in the communications field.

### **Preferences**

- Innovative and strategic leader with a successful track record of progressive experience in directing an organization's integrated communications and marketing efforts. Preference for experience in academic, research or healthcare related communications and marketing.
- Expressed commitment to the mission of addressing health inequities. Demonstrated engagement and commitment to the value of diversity and sensitivity to issues of race, ethnic background, gender, sexual orientation, and economic diversity.
- Proven experience in developing robust content marketing strategies and programs utilizing omnichannel media including digital communications—web, content, video, and social media, etc.
- Demonstrated savvy and contemporary media relations skills and experience; portfolio of demonstrated success with the press and other media influencers and outlets.
- Experience with or exposure to full funnel marketing strategies and programs--working knowledge of acquisition and engagement digital marketing programs.
- Charismatic leader: collaborative, confident, low on ego and high on EQ, a true team player who intuitively knows when to lead and when to support. Demonstrated outstanding leadership, organizational, and management skills.
- Successful track record of navigating a complex, matrix environment with multiple internal/external audiences. Able to manage/lead through influence without direct control.
- Superior ability to build strong client relationships and well-honed communication skills, including giving persuasive presentations, writing superbly, and speaking cogently and compellingly.

- Effectively drives change and consistently delivers excellence with diplomacy, professionalism, and high integrity.
- Proven skill in managing multi-disciplinary teams (designers, writers, web developers, content producers, technology experts, PR and social media experts, strategists, etc.) across multiple projects simultaneously.
- Proven expertise as both a strategic thinker and a project manager with a keen ability to get things done. Demonstrated ability to direct outside business partners and agency providers.
- Accomplished at multi-tasking, with the ability to keep multiple projects moving forward simultaneously while anticipating the future.