

HR Title: Director of Communications
Working Title: Director of Communications
Job Code: 2781
FLSA: E
Job Level: 16
Job Family: JF 28
Updated: 11/18/24

Occupational Summary

The Director of Communications at Duke University School of Nursing will help drive strategic communications efforts, collaborating with the Associate Dean of Marketing and Communications to implement comprehensive plans that align with the school's mission. This role involves overseeing high-quality communications across various platforms, mentoring the editorial team, and managing media relations. Additionally, the director will coordinate with the alumni and development team, ensuring alignment with the school's goals and fostering strong relationships within the university and beyond.

Essential Duties

Strategic Leadership and Management

- Collaborate with the Associate Dean of Marketing and Communications to implement a comprehensive strategic communications plan that aligns with the school's mission and goals.
- Support the Associate Dean in directing the implementation of the communications strategy, including a framework for building awareness and support for the School's mission and activities with both internal and external constituents.
- Oversee the creation of high-quality communications tactics and deliverables for various platforms, including web, social media, print, and multimedia.
- Ensure a high level of team customer service, responsiveness, and collaboration with constituents.
- Supervise editorial team members.
- Recommend various personnel actions, including, but not limited to hiring, performance assessment and appraisal, and taking corrective personnel actions.
- Provide coaching and mentoring for growth and improved performance.
- Serve as a team leader and coach, develop, and motivate peers and ensure professional development opportunities are available to support employee goals and interests.
- Lead and mentor editorial team members, ensuring their work aligns with overall strategies and objectives.
- Represent Associate Dean Marketing and Communications in meetings, as requested
- Lead in the creation of monthly, quarterly, or annual reports

Executive Communications Strategy

- Develop a proactive communications strategy to help the team plan and anticipate key leadership communications milestones (e.g., State of the School).
- Create a leadership communications calendar that incorporates ongoing events and Dean's announcements with the support of the content development manager and internal communications manager.
- Collaborate with the Dean's Chief of Staff, Dean, and Associate Dean to support communications planning and execution of high-profile Dean-focused announcements, events, meetings, and presentations.
- Participate in meetings with the Dean's engagement team to determine communications support needs for events.
- Draft materials directly as needed to meet Leadership Communications goals and delegate Executive Communications tasks, including remarks, talking points, social media, and slide decks, to the Internal Communications Manager and Events & Social Media Specialist as appropriate.

Alumni & Development Communications

- Coordinate with the School's Alumni and Development Office to incorporate their messaging priorities into communications planning to best serve donors' and potential donors' interest in the School of Nursing.
- Represent the Marketing & Communications team at key alumni and development meetings and Duke campaign activities.
- Work with the content development manager to ensure that alumni & development content is included within content plans.
- Draft content related to Alumni & Development communications, including Dean's messaging and presentations.
- Assign and work closely with Editorial team members to support targeted projects related to alumni and development.

Media Relations

- Collaborate closely with the Associate Dean of Marketing and Communications to develop and implement the school's earned media plan.
- Collaborate with Content Development Manager to write and distribute press releases to appropriate outlets and reporters, in coordination with the Duke Office of News & Communications and Duke Health Communications. Help create and disseminate unique pitches to individual reporters.
- Coordinate with the Duke Office of News & Communications on media inquiries and news releases.

- Develop strong and trusting relationships with local, state, and national reporters.

Required Qualifications at this Level

- Education/Training
 - Work requires background in communications strategic planning, analytical and organizational skills generally required through completion of bachelor's degree in journalism, public relations, communications, or a related field.
- Experience
 - At least 7 years of experience in writing, public relations, communications, or a related discipline.
 - Experience working in a public relations agency or higher education public relations with an understanding of how to write about research and healthcare is preferred.
- Skills
 - Demonstrated ability to supervise 2-3 direct reports
 - Excellent written and verbal communications skills
 - Demonstrated ability in developing and executing comprehensive PR and communication strategies
 - Excellent writing, storytelling, and communication skills
 - Strong experience with Microsoft Office suite
 - 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