

Duke University School of Nursing

Job Description

HR Title: Marketing Manager and Associate Director

Working Title: Marketing Director

Job Code: 2168

Job Level: 15

Updated: 07/11/2022

General Purpose

The Marketing Director is responsible for developing, implementing, and managing marketing and advertising systems and related projects for the School of Nursing while consistently upholding the school's priority of differentiating DUSON from other top nursing schools; thereby strengthening global awareness of our mission and brand for potential consumers and future members of the DUSON community.

Supervisor

This position reports to the Assistant Dean for Marketing.

Essential Duties

Ensure messaging is consistent with the school's priority of differentiating DUSON from other top nursing schools and helping potential consumers and future members of the DUSON community understand the depth of our mission.

Work closely with school and program/departmental leadership to create and implement unique content market strategies that support each program/department in achieving goals.

Cross-departmentally manages and supports diverse marketing and advertising projects with unique objectives, budgets, and market audiences to increase lead-generating activities and successful project outcomes, with a strong focus on admissions, overseeing the coordination of academic outreach programs and related marketing efforts.

Develop, implement, and manage a process that ensures all marketing and advertising activities are well documented and supported by metrics; provide leadership with relevant reports.

Manage advertising and conference budgets

Implement a system to manage sponsorship activities proactively

Manage conference-related marketing and advertising projects, collaborating with various departmental leadership to coordinate roles, activities, and timely material delivery, ensuring that DUSON's brand is well-represented and that all marketing-related activities are relevant to topic and target audience

Perform project-specific market research, including competitor profiling and audience analysis, to develop or optimize a strategic marketing/advertising campaign

Create and manage a variety of traditional and digital marketing content such as graphic artwork, emails, and website copy; this includes creating and adhering to a related budget, directing and collaborating with design firms and media vendors/buyers, and ensuring timely deliveries

Attend program/departmental meetings contributing problem-solving marketing insight and creative ideas to support objectives

Leverage analytics for onsite and offsite search engine marketing to establish, optimize, troubleshoot, and monitor digital marketing efforts

Manage internal and external marketing reports, consistently monitoring DUSON's SEO performance and proactively identifying potential risk

Oversee the development and maintenance of the school's website, including student and other consumer marketing.

Perform other related duties incidental to the work described herein.

Requirements

EDUCATION AND TRAINING

Work requires communication, analytical and organizational skills acquired through the completion of a bachelor's degree program.

EXPERIENCE

Work generally requires six years of experience in public relations, marketing, sales and promotions, media, advertising or a related field to acquire skills necessary to manage a comprehensive and diversified marketing program.

OR AN EQUIVALENT COMBINATION OF RELEVANT EDUCATION AND/OR EXPERIENCE