



**Duke University Job Description:**

**COMMUNICATIONS MANAGER**

**INNOVATIONS IN HEALTHCARE (IIH) AND DUKE GLOBAL HEALTH INNOVATION CENTER (GHIC)**

**Job Title:** COMMUNICATIONS MANAGER  
(PROGRAM DIRECTOR)

**Job Code:** 1435

**FLSA:** E

**Job Level:** 13

**Revised Date:** 8/14/2018

**Job Family:** JF 28

**Summary**

Innovations in Healthcare (IIH) is a nonprofit organization hosted by Duke University and founded in 2011 by Duke Health, McKinsey & Company, and the World Economic Forum. The organization aims to improve healthcare worldwide by supporting the scale and impact of promising innovations. Innovations in Healthcare collaborates closely with the Duke Global Health Innovation Center (GHIC), part of the Duke Global Health Institute (DGHI). The Center studies and supports the scaling and adaptation of innovations, and related policy reforms, to address critical health challenges worldwide. It helps integrate complementary efforts across IIH, DGHI, the Duke-Margolis Center for Health Policy and the Duke Institute for Health Innovation, developing an academic home for faculty, staff, trainees, and students working on health innovation and policy issues globally.

The Communications Manager will lead the development and implementation of both IIH and GHIC communications and outreach strategies. He/she is responsible for implementing the IIH and GHIC strategic communication plan by designing effective and innovative communications including original publications, articles, graphics, briefing materials, press releases, and employee messaging. He/she will be responsible for day-to-day management of all communications needs across both organizations, including email marketing, social media, advertising, print publications, and management of websites and innovator platform. The Communication Manager will support the execution of large events, conferences, webinars and any other events hosted by IIH and GHIC. The Communications Manager will work closely with and primarily report into the Sr. Manager Business Development as well as collaborating with Programs team members in their areas of work.

## **Work Performed**

### **Strategy and Leadership (10%)**

- Develop and implement a strategic communications plan to raise awareness and visibility of liH and GHIC and improve their brand positioning across the organizations' different stakeholders
- Lead the writing, editing, design, and distribution of all print and electronic collateral including, but not limited to, newsletters, blogs, social media, one-pagers, annual reports, press releases, and reports
- Develop and oversee liH/GHIC Editorial Committee
- Maintain and report quarterly during team meetings, on metrics and analytics across digital and social media, regularly communicate with liH and GHIC team members about project status

### **External Communications (50%)**

- Manage funder-facing, program-specific communications deliverables with external partners and funders, including USAID
- Participate in discussions with liH innovators and supporters to ensure familiarity with overall network themes and to guide communications and event content
- Collaborate with program managers to design and coordinate strategic dissemination plans related to the publication of project-related knowledge products, educational materials, and other resources
- Maintain the liH and GHIC websites and social media platforms, including ensuring that the content is consistent and updated regularly. Maintain Google analytics for each website.
- Manage relationships with external vendors including website developer and design firm

### **Internal Communications (40%)**

- Create and maintain inventory of faculty and staff publications, including peer-reviewed articles, white papers, and other reports
- Develop marketing collateral for liH and GHIC including sponsorship and membership materials
- Coordinate and organize communications for large events and conferences for both liH and GHIC, including an Annual Forum and several regional events
- Develop branding guidelines for liH and GHIC to ensure consistent use of logos, messaging, and templates across teams
- Collaborate with colleagues to identify and prioritize participation at conferences and prepare talking points, presentations, and other supporting material as needed
- Maintain liaison with internal Duke communications stakeholders including DGHI, Duke-Margolis, and the broader Duke communications community
- Provide additional ad-hoc project management support as required by liH Executive Director and GHIC Director

Perform other related duties incidental to the work described herein.

The above statements describe the general nature and level of work being performed by individuals assigned to this classification. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so classified.

### **Required Qualifications at this Level**

Education/Training: A Bachelor's degree in Marketing, Public Relations, Journalism, English or a related discipline is required.

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Experience: Work requires the ability to independently direct and execute program activities, generally acquired through 5 years of related experience in a marketing and communications role with progressive responsibility. The ideal candidate is experienced in health-related communications and is familiar with global health topics. University or agency experience is a plus.

A master's degree in a business related field may be substituted for 2 years' experience.

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

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Skills: Work requires a strong background in writing, reporting, and community engagement across different and varied stakeholders and experience independently managing communication function, including managing vendors and others. The ideal candidate is an organized, deadline-driven multi-tasker, who works well under pressure and has exemplary skills in storytelling, project management and new media. The candidate should have experience working in a collaborative team environment. Experience with Google AdWords, Google Analytics, Final Cut Pro X, email marketing software and content management systems, and social media management software preferred.