

**Job Level: 10**

Duke Global Health Institute  
**Marketing and Events Specialist**

The Duke Global Health Institute seeks an energetic, creative and motivated professional to join the Communications Team to manage education program marketing activities and special events. This includes collaborating with members of the Education and Communication Teams to conduct market research; develop marketing strategies, content and work flow; and evaluate success. This position organizes, promotes and carries out all externally-focused events, lecture series, conferences and symposia hosted by DGHI.

**Duties and Responsibilities**

Program Marketing (50% effort)

Work as part of a team to plan and develop marketing strategies and campaigns for the Master of Science in Global Health and other education programs. Write compelling, persuasive copy that distinguishes the program from its competition and persuades prospective students to apply. Determine and use the appropriate channels to disseminate messages to worldwide audiences.

Campaign Messaging: Conduct market research and develop campaign content that is compelling and persuasive to the target audiences using a variety of communication channels (e.g., websites, digital advertising, direct emails, landing pages, newsletters, brochures, multimedia, and other collateral). Work with external vendors as necessary.

Workflow and schedules: Establish and maintain systems for campaigns workflow to align with marketing period and highlight deadlines and milestones within that period.

Data Analysis and Market Research: Determine the appropriate metrics to measure reach and output of marketing campaigns; monitor campaign data and develop weekly reports that demonstrate the effectiveness and results of marketing campaigns; make recommendations for ongoing outreach and implement those strategies. Conduct market research among those in our target audience and use the findings to inform planning.

General Marketing Tasks

- Develop expertise in contact management systems and database as it relates to target audience
- Coordinate other program marketing campaigns, as requested
- Maintain high level of quality and adherence to DGHI brand standards
- Assist with recruitment of admitted students

### Event Planning (50% effort)

Develop and carry out strategy and planning, manage budget, set goals, identify audiences and promotion and logistics for professional, high-quality, externally-focused special events on behalf of DGHI under the direction of the Director of Communications.

- Set and maintain schedule of events
- Responsible for logistics and planning prior to, during and after each event
- Organize and manage on-site execution of events to ensure that activities run smoothly and follow appropriate protocol
- Identify and promote to target audiences
- Develop attendance goals
- Develop promotional materials to reach target audiences to meet attendance goals, including email blasts, posters and event programs
- Evaluate success of events and adjust outreach campaigns as needed to meet goals
- Develop and maintain strong relationships with vendors (especially caterers), staff across all Duke departments, current student leaders, Duke communicators and DGHI partners and stakeholders
- Represent DGHI, its values and mission while interacting with high profile visitors, donors and faculty in person and via email
- Develop and stay within an annual budget
- Oversee the work of the DGHI IT Department as it relates to events in order to ensure online access to all event material

Other duties as needed

### Education/Training

This position requires communication, analytical and organizational skills generally acquired through completion of a bachelor's degree program. General knowledge of Duke University and higher education is preferred.

### Skills

Interpersonal skills: Outgoing personality; high level of creativity, confidence, initiative and motivation; effective leader; strong problem-solving skills; ability to remain calm under pressure

Writing skills: Strong, persuasive writing skills required; demonstrated experience developing marketing content that drives results within an academic setting

Communication skills: Ability to communicate with tact and diplomacy; understands big picture and detail-oriented perspectives; experience using multiple platforms to reach audiences; understanding of global audiences

Computer skills: Experience with relational databases such as Constant Contact preferred; demonstrated ability to learn new computer systems; some knowledge of design software such as Adobe Creative Suite (InDesign, Photoshop, Illustrator); strong understanding of new technologies, including social media; proficiency in Microsoft Office; basic knowledge of content management systems such as Drupal preferred.

Organizational skills: Strong project management skills; ability to track schedules and set priorities; ability to work both independently and as part of a team; comfortable delegating tasks for major events; demonstrated ability to meet timelines and work collaboratively; ability to prioritize and juggle many tasks

Analytical skills: Ability to analyze and summarize large sets of data; prepare and monitor financial expenditures related to marketing; strategically determine and reach target markets based on specific demographics

#### Experience

Requires one to three years experience in marketing, advertising, media, promotions, public relations, events planning or other related background to acquire skills necessary to plan, develop and implement marketing and event strategies or an equivalent combination of relevant education and experience.

To Apply go to <https://hr.duke.edu/careers/apply> and use the Reg# 401193875