ASSOCIATE DIRECTOR FOR COMMUNICATION
June 2014
Level 14

Occupational Summary

This position will plan, design and manage all communication, media and special events efforts for the Duke Global Health Institute (DGHI) aimed at reaching out to the Institute’s constituencies and supporting the education, research, service and policy mission. The Associate Director for Communication will report to the Director of DGHI, manage a team, and work collaboratively across Duke University Campus and Medical Center.

Work Performed

- Provide strategic direction and oversight of the DGHI Communications Team, which includes a web manager, communications specialist, and marketing and events coordinator.

- Develop, implement and evaluate DGHI’s internal and external communications systems, strategies, and policies to strengthen the DGHI brand and relationships with target audiences and university leadership.

- Oversee DGHI’s print publications, manage media relations, and serve as the spokesperson for DGHI and liaison to the university’s and medical center’s public affairs staff.

- Plan and provide counsel and coaching to DGHI faculty, management and staff on effective use of communications. Recommend courses of action to DGHI leadership for improving communication and branding strategies for DGHI’s activities in Durham and around the globe.

- Oversee planning, implementation and advertising activities related to the organization of special events (e.g. workshops, seminars, conferences, symposia) on and off campus, locally, nationally and internationally.

- Oversee DGHI multimedia, including video, audio, blogs, and social media.

- Partner with DGHI education, service, research and policy leaders to develop outreach and marketing plans to reach relevant constituents. Serve as a member of the DGHI management team.
• Prepare budgetary recommendations related to communications strategy.

**Required Qualifications at this Level**

**Education/Training:** Work requires knowledge of current global health issues and trends in communication and public relations strategy. The ideal candidate will be an energetic communications professional capable of leading a comprehensive communications and marketing program. Demonstrated ability to work creatively, collaboratively, and effectively both as a team member and independently is required. She or he will possess outstanding written and oral communication skills, with the ability to articulate, promote, and support DGHI’s mission. An understanding of project and special event management is highly desirable. Master's degree in a relevant field (e.g. Public Health, Health Policy) preferred.

**Experience:** Work requires a minimum of seven years of progressive responsibility in communication, marketing and/or public relations or special projects planning. Knowledge of and ability to stay current, of cutting-edge technological developments that can facilitate communication or outreach initiatives. Supervisory experience of internal and external staff. Excellent communication, writing and human relations skills. Strong interest and proven knowledge of global health issues. Ability to work with international experts, Duke faculty & staff and students. Some travel may be required.

**To apply for this position:**

Please submit cover letter and resume to tammy.sorrell@duke.edu. In addition, please complete the application on-line at [http://www.hr.duke.edu](http://www.hr.duke.edu) (requisition # 400848500).