Publications Specialist - Institute for Public Health - 39703

EOE Statement

Washington University is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, sexual orientation, gender identity or expression, national origin, genetic information, disability, or protected veteran status.

Job Type/Schedule

This position is full-time and works approximately 37.5 hours per week. Position hours are generally 8:30 a.m. - 5:00 p.m., Monday through Friday.

Essential Functions

POSITION SUMMARY:
The Institute is a University-wide initiative that has numerous internal and external partners and multiple concurrent initiatives. To achieve the Institute’s mission, an experienced, organized, and motivated communications professional is needed to increase the Institute’s capacity to develop and implement effective communications strategies which will increase the visibility of the public health efforts occurring at the Institute and across the University’s Danforth and Medical School campuses. Enhanced visibility will aid the Institute in recruiting new partners and faculty scholars, and raising funds for programs and initiatives.

PRIMARY DUTIES AND RESPONSIBILITIES:

1. Develop and evaluate a strategic communications plan. This individual will be responsible for the development and implementation of an annual, data-driven strategic communications plan for the Institute. Evaluation of the plan will also be conducted using appropriate process and outcomes measures.

2. Develop and implement content for the Institute’s print and electronic collateral materials, including brochures, fact sheets, research reports, presentations, proposals, posters, e-mail campaigns, and event materials. Develop concepts and write original copy and edit copy for print and electronic collateral.

3. Oversee and implement the Institute’s website online and social media presence and partnerships. Lead, in collaboration with the directors, the identification of appropriate web design contractor and scope of work for the website design. Oversee the development activities and ensure deliverables are met. Manage the website content overtime, including evaluation of other online avenues for raising the institute’s visibility (e.g. blog, social media, etc). Identify and develop online strategic partnerships to help advance the goals of the Institute.

4. Oversee and implement tactical communication strategies for major events. Coordinate with venues, contractors, and other stakeholders to implement communication components for events including but not limited to setup and cue, photography, recording, and video.

5. Manage constituent relationship management system. Use and maintain the Institute’s constituent relationship management (CRM) system to target communications and product dissemination activities to ensure that they reach intended audiences.

6. Serve as the Institute’s liaison to other University communications departments and University’s Office of Public Affairs and Office of Medical Public Affairs.

7. Perform other duties as assigned.

Required Qualifications

- Bachelor’s degree with at least three years experience in communications. Candidates should demonstrate a track record of creativity and effectiveness in developing and executing strategic communications plans to achieve measureable outcomes and an understanding of best practices.
- Ideal candidate must also possess superior writing and editing skills, planning, and project management skills. In addition, excellent analytic and organizational skills are also important. Flexibility, energy, and innovative spirit are a must, as are exceptional communication and relationship development abilities. Individual must be a self-starter, and comfortable working in a fast-paced, highly collaborative environment.
- Excellent administrative and organizational skills; strong interpersonal skills; excellent oral and written communication skills; proficient in the use of MS Office, MS Outlook, working knowledge of Photoshop and Indesign experience in developing, maintaining and following procedures related to department communication and social media management; attention to detail.
- Experience using CRM systems to develop and manage constituent relationships. Experience in using data from these systems to develop and execute targeted communications via email campaign management systems.
- Familiarity with project management software (e.g., smartsheet) and registration software (e.g., Eventbrite)

Preferred Qualifications

1. Master’s degree or bachelor’s degree with five years’ experience in communications in a higher education or healthcare environment.
2. Demonstrated experience in generating and using market research data to drive plan development.
3. Proficiency in Adobe Creative Cloud.
4. Experience with Sharepoint or WordPress is preferred, as is a working knowledge of HTML.
5. Experience utilizing smartsheet software.
7. Experience with MailChimp marketing automation platform.

Benefits

-Retirement Savings Plan
-22 vacation days
-8 Paid Holidays
-Sick Time
-Tuition benefits for employee, spouse and dependent children
-Free Metro Link/ Bus pass
-Free Life Insurance
-Health, Dental, Vision
-Health Savings Accounts (HSA)
-Long Term Disability Insurance
-Flex Spending Plan
-Other Benefits

Human Resources website (hr.wustl.edu)

Salary Range

The hiring range for this position is $46,215 - $60,079 annually.

Department Name/Job Location

This position is in the Institute for Public Health for the Danforth Central Fiscal Unit; however, the physical location of the position is on the Medical School Campus.