Communications Specialist II - Institute for Public Health - 40735

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.

Department Name/Job Location

This position is in the Institute for Public Health. The position is located at Taylor Avenue Building. This position is for the Medical School Campus.

Essential Functions

POSITION SUMMARY:

The Institute for Public Health is a university-wide initiative that has numerous internal and external audiences and initiatives. To achieve the institute’s mission, an experienced, organized, and motivated communications professional is needed to increase our capacity to develop and implement effective communications strategies that will increase the visibility of the public health efforts occurring at the institute and across the Washington University Danforth and Medical center campuses. Enhanced visibility will aid in recruiting new audiences and partners and raising funds for programs and initiatives.

PRIMARY DUTIES AND RESPONSIBILITIES:

1. Strategic Communication Plan:
   - Develop, implement, and monitor a strategic communication plan that is:
     - Thorough in its approach to constructing and communicating the impact of the institute’s work in public health.
     - Promotes opportunities for multidisciplinary connections.
     - Positions our leadership and scholars as public health thought leaders.
     - Employs various communication channels effectively.
   - Evaluate progress on key milestones of the institute’s strategic communication plan in comparison with industry standards, including effectiveness, outreach and reach, branding, messaging, etc.
   - Monitor implementation of the communication activities identifying opportunities to refresh or improve our approach, as needed. Develop and implement improvement strategies with input from key audiences and stakeholders.
   - Provide reports to institute leadership about communication activities and milestones.
   - Oversee the development of communication activities and ensure deliverables are met.

2. Identity, Branding and Marketing:
   - Develop, manage and maintain the institute’s identity including logos, assets, style, messaging and brand standards, product and signage templates, and other related marks.
   - Develop tools and resources to help the institute, its leadership, centers, staff and alumni and development clearly and persuasively communicate the institute’s identity, mission, impact, and needs, maintaining consistency with the institute’s brand identity.
   - Develop campaigns for internal and external audiences that strategically promote the institute, boost its identity, improve digital outreach, tell the story of public health impact and the institute’s contributions, and amplify thought leadership in public health.
   - Assure consistent application of the institute’s brand identity by all personnel, in all communication products, and throughout all communication channels (e.g. online, social media, e-newsletters, print talking points, slide sets, etc.).
   - Manage and maintain brand adherence with all university guidelines.
   - Manage and maintain the institute’s systems for targeting communications to ensure that they reach intended audiences.

3. Creative Content and Message Development and Delivery:
   - Develop, manage and maintain a robust strategy for generating creative content and messaging from concept to dissemination that:
     - Is compelling and demonstrates the value and impact of the institute’s work to multiple internal (e.g. faculty, students, university leadership) and external (e.g. alumni, current and prospective donors, and community partners) audiences;
     - Promotes the institute and encourages engagement with the institute’s resources and activities; and
Amplifies thought leadership in public health for the university.

- Develop and implement content for the institute’s print and electronic collateral materials, including brochures, fact sheets, reports, presentations, proposals, posters, E-mail campaigns, etc. Develop concepts and write original copy and edit copy for print and electronic collateral.
- Oversee, manage, maintain and develop content for the institute’s website and other online (e.g. blog, social media, etc.) avenues to increase the institute’s visibility. Identify and develop online strategic partnerships to help advance the goals of the Institute.
- Lead, in collaboration with the directors, the identification of appropriate web design contractor and scope of work for the website design when needed.

4. **Supervising:**

- Delegate appropriate communication tasks to student workers and one other staff and oversee and monitor their work performance.

5. Serve as the institute’s liaison to other university communications departments including those in schools/units and the central public affairs officer for the Danforth and Medical campuses.

6. Perform other duties as assigned.

**Required Qualifications**

Bachelor’s degree in communication, public relations, non-profit marketing, journalism or a related field with at least three years relevant experience.

**Preferred Qualifications**

- Master’s degree or bachelor’s degree in communication, public relations, non-profit marketing, journalism or a related field with five years relevant experience.
- Experience in communications in a higher education or healthcare environment.
- Candidates should demonstrate experience in generating and using market research data to drive communication plan development, implementation and evaluation; and a track record of creativity and effectiveness in developing and executing strategic communications plans to achieve measurable outcomes and an understanding of best practices.
- Proficiency in or a good working knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop) or other creative tools, WordPress or SharePoint, HTML, and MailChimp or other marketing platform(s).
- Ideal candidates must also possess superior writing and editing skills, planning, and project management skills. Of additional importance are excellent: analytic and organizational skills; administrative and organizational skills; oral communication skills; and attention to detail.
- Flexibility, energy, sense of humor, strong interpersonal skills; 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.

**Salary Range**

The hiring range for this position is $47,151 - $60,000 annually.

**Benefits**

This position is eligible for full-time benefits. Please visit our website at http://hr.wustl.edu to view a summary of benefits.

**Applicant Special Instructions**

- Normal office environment.
- Some work and travel on both the medical campus and Danforth campus.