Communications Specialist
Job code 1290, Level 10
Position 50932383
Job Req  211433

**Occupational Summary**

Create and implement communications materials and marketing strategies to (1) recruit students to the MA in Bioethics & Science Policy; (2) raise awareness about and increase engagement in Science & Society; and (3) lead the production of video materials for courses and marketing. Our ideal candidate will be a creative professional with strong graphic design skills, experience shooting and editing video, and a genuine interest in science, technology, and their impact on society.

**About Science & Society**

Advances in science and technology rapidly change the world we live in, shape our lives and culture, and raise myriad ethical, legal, and policy-related questions. The Duke Initiative for Science & Society examines these and other broad-ranging questions about the integral role of science in social institutions and culture. At S&S, we educate undergraduates, graduates, and the broader community how they can improve the societal benefits of science through effective policy making. As a leader in a nascent field of science policy, S&S is challenged to build awareness of our work and forge connections with students, policymakers, and academics worldwide. The Communications Specialist would be charged with forming and maintaining our connection to program participants and the community at large.

**Work Performed**

- Promote awareness and engagement in Science & Society programs and events via social media and direct email campaigns
- Assist with marketing the Masters in Bioethics & Science Policy and other key programs by participating in marketing strategy meetings and exploring ways to improve our outreach efforts
- Manage and develop our social media presence by spearheading modern, creative strategies that engage and grow our followers
- Design unique and engaging graphic design material for digital and print publication, including the S&S and the Huang Fellows annual reports.
- Write and/or produce S&S news and features in text, graphic, or video. Generate new story ideas and interview existing students and faculty to highlight the discussions and work occurring at the intersection of science, technology, and society.
- Assist with planning, promoting, and executing Science & Society events, including such activities as creating promotional materials, providing technical support, and following up with feature stories that further explore the speakers and their topics for use in our newsletter, social media, and other communication channels.
**Required Skills**

**Software Proficiency:**
- Adobe Photoshop and Illustrator or equivalent software.
- Adobe Premier or equivalent software (Experience with Adobe After Effect, DaVinci Resolve and other secondary video production software is a plus)
- WordPress or comparable web content management system
- Mail Chimp or comparable newsletter management software
- Microsoft Office and Outlook

**Professional Skills:**
- Strong grasp of social media marketing and communication through Instagram, Twitter, and Facebook
- Strong graphic design experience
- Experience drafting creative briefs or storyboards for video production.
- Comfortable working a basic video camera and other equipment related to the video production process (experience with stage setting, lighting, audio capture, etc. a plus)
- Experience managing Google AdWords or other Search Engine Marketing platforms
- Experience drafting press releases and other formal announcements.
- Demonstrated written and oral communication skills.
- Demonstrated ability to independently explore and learn unfamiliar software.
- Ability to track multiple projects, analyze results, and provide creative ideas for improvements
- Professionalism and ability to represent Duke Science & Society to outside audiences, especially faculty, advisors, and potential students.

**Required Qualifications**

**Education/Training:**

Bachelor’s degree in Marketing, Graphic Design, or a related discipline. Work requires the ability to perform activities such as copy editing within social media and web based software, and willingness to learn and assist with A/V production, normally acquired through attainment of a bachelor’s degree.

1-2 years of experience in marketing, communication, or a creative production role or an equivalent combination of relevant education and/or experience.

Apply via [https://careers.duke.edu](https://careers.duke.edu) job req 211433

**COVER LETTER REQUIRED.**
**GRAPHIC DESIGN PORTFOLIO REQUIRED.**
Please provide a link to your online portfolio in your cover letter and resume or submit by email to ben.shepard@duke.edu. Applicants will also need to apply via careers.Duke.edu

Duke University is an Affirmative Action/Equal Opportunity Employer committed to providing employment opportunity without regard to an individual’s age, color, disability, genetic information, gender, gender
identity, national origin, race, religion, sexual orientation, or veteran status.

Essential Physical Job Functions: Certain jobs at Duke University and Duke University Health System may include essential job functions that require specific physical and/or mental abilities. Additional information and provision for requests for reasonable accommodation will be provided by each hiring department.