

**Department:** University Communications  
**Position Title:** News Manager, Medicine and Public Health  
**Grade:** K  
**FLSA Classification:** Exempt

**Position Overview:**

The Office of University Communications oversees news media relations, communications and marketing activities at Drexel, working with stakeholders across the University. The office ensures that all Drexel communications both serve the University's mission and goals and adhere to Drexel policies and standards.

The News Manager is part of a team that reports to the Executive Director of Media Relations. The News Manager is responsible for generating a high level of media coverage and increasing awareness of the University's mission, programs and initiatives, in local, regional and national print, broadcast and online media. The News Manager assists the Executive Director of Media Relations in spotting trends and identifying and researching story ideas related to the College of Medicine, Dornsife School of Public Health and the School of Biomedical Engineering, Science and Health Systems.

The News Manager also assists in generating content for a news website and other online and print promotional material as it pertains to media relations, and assists in keeping track of Drexel placements.

**Essential Functions:**

- Identify trends and researches story ideas to write press releases and blog posts, and pitch these stories to media
- Build and maintain relationships with journalists and producers
- Assist with the editing of a summary of media placements for the Drexel Daily News Report, an online newsletter for students, faculty and staff
- Pitch experts to comment on current events to the media
- Respond to media requests on a tight deadline
- Help maintain files of media placements and create media coverage reports for deans
- Provide content for online outreach to media and external audiences through Drexel's current news website, blog and contribute to social media accounts
- Must check messages for urgent media requests on evenings and weekends
- Other duties as assigned

**Qualifications:**

- Bachelor's Degree in journalism, public relations or communications
- Minimum of 4 years professional experience working in media relations (clips required to show media hits and writing samples).
- Possess excellent oral, written, listening, editing and interpersonal skills
- Possess subject matter expertise including thorough knowledge of media; proven ability to pitch stories to journalists; understanding of best practices in social media as they relate to media relations; experience in planning media events
- Ability and willingness to work nights and weekends as needed required
- Possess strong customer service focus