

UW HEALTH JOB DESCRIPTION

Project Manager - Signage

Job Code: 410017	FLSA Status: Exempt	Mgt. Approval: R. Jacobson	Date: March 2021
Department: Facilities - Art		HR Approval: S. Whitlock	Date: March 2021

JOB SUMMARY

The intent of signage in UW Health facilities is to provide effective direction and wayfinding for patients and visitors and to provide essential information to staff. The Project Manager, Signage is responsible for managing efforts related to developing, maintaining, and enforcing signage standards across all UW Health facilities, which extends to locations within UnityPoint – Meriter as well as the School of Medicine and Public Health. The Project Manager, Signage is responsible for establishing the product specifications, design layout, placement, and installation guidelines of all interior and exterior signage in UW Health facilities. The Project Manager establishes and maintains a scope and budget for ongoing maintenance of existing signage in addition to signage related to capital construction projects, coordinating with UW Health Marketing to ensure that the UW Health brand is appropriately reflected on signage. He/she works with end users to ensure that signage meets the needs of staff and visitors in addition to ensuring that signage meets local and national building codes, ADA requirements, and diversity and language requirements for signage and wayfinding. The incumbent manages the procurement of well-designed and cost-effective signage with selected vendors.

The Project Manager, Signage plays an integral role in orchestrating and leading the delivery effort for UW Health interior and exterior signage and wayfinding efforts and is responsible for a range of project management duties for remodeling/renovation and new construction projects involving private contractors, design firms, signage vendors, and/or internal staff. The incumbent establishes effective working relationships with internal customers such as Maintenance & Engineering Services, Safety, Security, Patient Relations, Admissions, Clinic Operations, Marketing, and Diversity & Interpretive Services and external customers including architectural firms completing design work, construction contractors, signage vendors, and landlords.

MAJOR RESPONSIBILITIES

Project Management

- Independently scope, develop, and manage signage and wayfinding projects of various size, cost, and complexity. Work with customers to define and optimize the scope of proposed projects within budget constraints.
- Coordinate signage with Planning, Design, and Construction to ensure signage is meeting the programmatic design of the space for new capital projects.
- Prepare or coordinate the preparation of conceptual plans required for project approval, including the preparation of timelines and budgets for signage remodeling and construction projects.
- Facilitate the procurement process, including bidding, selection of contractors and vendors, and requisitioning.
- Oversee and inspect work on signage installation and construction projects. Prepare reports on project progress to include cost to date and projected final costs as scope or conditions change.
- Resolve problems and conflicts with signage vendors and contractors, negotiating change orders when required.
- Manage a project team and diverse stakeholder group through all phases of a project.

Signage Coordination, Production, and Installation

- Develop, maintain, and enforce signage standards throughout the UW Health system for the benefit of patients, visitors, staff, and code compliance.
- Develop product specifications and installation guidelines for both interior static and electronic signage and exterior monument and building signage.
- Evaluate signage requests to provide optimal signage with consideration of placement, cost, necessity, and design. Ensure all signage requests meet local and national building codes, ADA requirements, diversity and language requirements for signage, and wayfinding.
- Lead the replacement or repair of existing signage to maintain facility standards.
- Develop strong working relationships with UW Health Marketing to ensure compliant usage of the UW Health logo and branding guidelines. Coordinate with Marketing on fundraising campaigns.
- Assist with establishing guidelines for location and placement of plaques or donor walls which adhere to recognition standards set through philanthropic efforts. Oversee production and installation.
- Assist with hanging large art installations and rotating art exhibits throughout UW Health.

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Leadership and Subject Matter Expertise

- Demonstrate expertise in content with the ability to lead and facilitate presentations with customers, user groups, and internal and external work groups.
- Demonstrate or develop a specialized understanding of components of environments of care within the health care system such as ambulatory and inpatient care, surgery, diagnostics, ancillary services, infection control, and hospital and clinic infrastructure as it pertains to signage and wayfinding needs.
- Develop a working knowledge and expertise with capital and departmental operational budget planning processes.

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in Graphic Design, Environmental Design, Communications, English, or related field. Four (4) years of relevant experience may be considered in lieu of a Bachelor's degree, in addition to the work experience minimum below.
	Preferred	
Work Experience	Minimum	5 years experience in graphic design or signage in a healthcare, academic medical center, or campus work environment, and 3 years experience in project facilitation, management, or leadership.
	Preferred	5 years healthcare project experience.
Licenses & Certifications	Minimum	
	Preferred	In process or eligible for one or more of the following: AIA, PE, PMI, CHC, EDAC, ACHE, or related healthcare or construction management certification
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Demonstrated experience and ingenuity in proposing solutions to complex problems • Ability to make decisions and solve problems independently • Demonstrated group leadership skills • Ability to organize the delivery of major projects • Ability to manage varying priorities • Economic analysis skills • Intermediate level accounting and database management skills • Knowledge of graphic design • Knowledge of Adobe Creative suite • Effective oral and written communication skills • Ability to adhere to a budget and timeline • Skilled in the aesthetic arrangement of signage in patient/public areas while maintaining effective wayfinding.

AGE SPECIFIC COMPETENCY (Clinical jobs only)

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

<input type="checkbox"/>	Infants (Birth – 11 months)	<input type="checkbox"/>	Adolescent (13 – 19 years)
<input type="checkbox"/>	Toddlers (1 – 3 years)	<input type="checkbox"/>	Young Adult (20 – 40 years)
<input type="checkbox"/>	Preschool (4 – 5 years)	<input type="checkbox"/>	Middle Adult (41 – 65 years)
<input type="checkbox"/>	School Age (6 – 12 years)	<input type="checkbox"/>	Older Adult (Over 65 years)

JOB FUNCTIONS

Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.

PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

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Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docket, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
X	Medium: Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
Other - list any other physical requirements or bona fide occupational qualifications not indicated above:				

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.