

UW HEALTH JOB DESCRIPTION

Development Outreach and Events Strategist			
Job Code: 320038	FLSA Status: Exempt	Mgt. Approval: J. Robaidek	Date: February 2021
Department: Development		HR Approval: J. Theisen	Date: February 2021
JOB SUMMARY			
<p>The Development Outreach and Events Strategist is responsible for executing outreach activities, projects and events designed to raise philanthropic funds for UW Health and UW School of Medicine and Public Health.</p> <p>The Development Outreach and Events Strategist will participate in various philanthropy, campaign and marketing work groups teams within the Medical Advancement Group (MAG). This role will collaborate with numerous colleagues within UW School of Medicine and Public Health, UW Health, Wisconsin Foundation and Alumni Association (WFAA), donors, supporters, patients and other stakeholders.</p>			
MAJOR RESPONSIBILITIES			
<ul style="list-style-type: none"> Plan and implement activities, events and projects in alignment with the development strategy to raise funds, position UW SMPH and UW Health as a charitable cause and support our major gift and principal gift programs. Provide outstanding event and project facilitation and donor experience. Serve as the accountable lead for assigned events, projects and initiatives; identify resource needs and, as appropriate, collaborate with additional staff to support the event. Participate in development of new event and program concepts, following an approval process for new event and project ideas. Track event income and expenses for each program or event and use consistent reporting tools. Track and report the success of events including ROI and participant engagement. Participate in review process for existing event portfolio and identify opportunities to add, improve and conclude events, engaging leadership in the process. Serve on a team to provide information and communication to donors and leadership for assigned events and projects. Cultivate and maintain on-going relationships with colleagues. Work with colleagues in UW Health Marketing & Communications (MarCom) and WFAA MarCom to promote events and activities. Provide support and execution resources for various boards and fundraising groups. Partner with UW Health and WFAA colleagues to implement effective peer to peer fundraising tools, auction tools and registration systems. Consistently use WFAA Event Software (ABE) in event fundraising partnering and consistently track event and project participation in ABE. 			
ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.			
JOB REQUIREMENTS			
Education	Minimum	Bachelor's degree in a relevant subject area such as Marketing, Communications or a related field	
	Preferred		
Work Experience	Minimum	Three (3) years relevant experience in development, event execution or communications in a highly matrixed organization.	
	Preferred	Five (5) years relevant experience in development, event execution or communications in a highly matrixed organization.	
Licenses & Certifications	Minimum		
	Preferred		
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Effective communication skills both in written and verbal presentation with a communication style that is open and foster trust, credibility and understanding. Excellent organizational skills. Effective organizational, planning and project management abilities. Experience in financial and programmatic presentations. Ability to effect collaborative and promote teamwork 	

UW HEALTH JOB DESCRIPTION

	<ul style="list-style-type: none"> • Ability to function independently and deal with multiple, simultaneous projects. • Ability to recognize personal strengths and weaknesses and develop goals for professional growth and achievement. • Ability to demonstrate a commitment to quality and excellence. 			
PHYSICAL REQUIREMENTS				
Indicate the appropriate physical requirements of this job in the course of a shift. <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>				
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 dockets, 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
X	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
	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.