

UW HEALTH JOB DESCRIPTION

HR Communications and Content Specialist

Job Code: 350031

FLSA Status: Exempt

Mgt. Approval: A. Dix **Date:** 3/30/2016

HR Approval: T. Weiss **Date:** 3/30/2016

JOB SUMMARY

The HR Communications and Content Specialist is responsible for the planning, development, and execution of effective employee communications within the HR function. This position is part of the HR Service Center team with responsibility for maintenance of the knowledgebase, with primary focus on working with HR Subject Matter Experts (SMEs) to coordinate the creation of content within the Case Management Tool (CMT) application, craft new content, and ensure content is updated regularly. The incumbent plays a strategic role in driving all HR communications for UW Health's HR department, both internally and externally. This includes responsibility for the tactical implementation of communication programs, primarily but not limited to communications related to HR (e.g. benefits, compensation, employee relations, talent management, etc.). The HR Communications and Content Specialist will work with HR subject matter experts to write and edit a variety of HR communications that effectively describe and promote internal programs or employee action.

MAJOR RESPONSIBILITIES

1. Serves as the point of contact for all knowledgebase related content and assists subject matter experts with ensuring knowledgebase integrity, testing of updates and analyzing process improvement opportunities.
2. Participate in continuous review activities to stay updated with organizational policy and business practice changes.
3. Continuously work with SMEs to insure knowledgebase content accuracy.
4. Support maintenance of HR information on the intranet (U-Connect).
5. Establish process to cyclically have HR policies/knowledgebase content reviewed and updated.
6. Work with Corporate Communications on campaigns to effectively broadcast applicable content to UW Health employees.
7. Assists in the development of reports to address ongoing customer needs.
8. Maintain data integrity by establishing tight security around the ability to edit knowledgebase content.
9. Contribute to the creation, modification and efficiency of the user experience around "tier zero" issue resolution procedures, guidelines, and documentation as necessary.
10. Continually increases knowledge of applications and tools.
11. Write HR Service Center communications and site articles.
12. Serve as a liaison to align employee communications with other groups across UW Health, including Marketing and Public Affairs.
13. Coordinates content for external recognition applications with operational leaders throughout UW Health.
14. Support change communication efforts as needed.
15. Maintain internal HR relationships by participating in team meetings and support their communication efforts.
16. Recommend updates to established team processes.
17. Participate in various HR projects and initiatives while working collaboratively with other team members.
18. Other duties as assigned.

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

JOB REQUIREMENTS

Education	Minimum	Associate Degree in Human Resources
	Preferred	Bachelor's Degree in Human Resources, Computer Science or related field
Work Experience	Minimum	2 years' experience in HR
	Preferred	3 years' experience in HR, prior experience working with knowledgebase applications highly desirable
Licenses & Certifications	Minimum	
	Preferred	PHR, SPHR or SHRM-CP certification
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Strong computer skills, including Microsoft Office, HRIS (i.e. PeopleSoft), Recruitment applications (i.e. Taleo), Case Management and Knowledge management tools (i.e. Service Now, PeopleSoft Helpdesk) Demonstrated knowledge of Human Resources Ability to communicate effectively over the phone and in writing with all levels within the organization demonstrating a high level of integrity, ethics and customer service Attentive listening skills with the ability to ask probing questions to aid in problem solving and issue escalation Ability to work effectively in high-pressure situations that require sound decision

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	<ul style="list-style-type: none"> making and may involve confidential or sensitive matters • High sense of urgency for meeting commitments and completing assignments • Ability to consistently deliver high quality customer service in a professional manner • Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish • Ability to manage multiple concurrent activities • Excellent writing and editing skills, with a strong sense of narrative and story-telling •
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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,

	Infants (Birth – 11 months)	X	Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)	X	Young Adult (20 – 40 years)
	Preschool (4 – 5 years)	X	Middle Adult (41 – 65 years)
	School Age (6 – 12 years)	X	Older Adult (Over 65 years)

JOB FUNCTION

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.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	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
	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#
List any other physical requirements or bona fide occupational qualifications:				

Work/Environmental: Moderate noise level consistent with an office environment