

UW HEALTH JOB DESCRIPTION

Corporate Communications Strategist

Job Code: 320002	FLSA Status: Exempt	Mgt. Approval: D. Piontek	Date: November 2020
Department: Marketing – Marketing & Communications 1009219		HR Approval: J. Theisen	Date: November 2020

JOB SUMMARY

Under the direction of the Manager, Internal Communications, the Corporate Communications Strategist is responsible for the internal client communications of UW Health departments, programs and strategic initiatives.

The Corporate Communications Strategist is responsible for recommending and implementing message strategies and tactics related to overall organizational goals and for timely and appropriate use of internal communication vehicles such as corporate email, electronic and print publications and collateral, e-signage, video and web/social media. This role will complete all projects assigned and ensure that communication plans are carried out in accordance with UW Health communication policies and the high work standards of UW Health Marketing and Communications.

The Corporate Communications Strategist will work closely with members of the corporate communication team, colleagues throughout Marketing and Communications, with senior leaders and departments throughout UW Health. Developing and maintaining essential two-way communication with all constituents to achieve success/favorable results in all instances.

MAJOR RESPONSIBILITIES

Develop and implement comprehensive communication strategies and supporting plans for assigned departments.

- Demonstrates leadership in developing and implementing communication strategies and programs to achieve the mission, vision, values and goals expressed in the UW Health strategic plan, as well as specific client goals that ultimately, feed up to the organization's goals and overall strategy.
- Understands the strategic objectives of UW Health and uses this knowledge to plan and produce communications deliverables.
- Provides communications consulting to internal clients. Consulting activity ranges from verbal communications or recommendations on communications issues to providing customized communications materials.
- Manages and completes multiple assignments in short time frames and coordinates diverse projects and activities into a cohesive and strategic program.
- Uses working knowledge of AP style, and other writing styles as appropriate, to produce quality products for a specific audience, incorporating graphic design principles and general communications principles and techniques.
- Effectively uses written material, graphic presentations, web-based and other multimedia forms of communication.
- Participates effectively in project-based teams as needed.
- Solicits input and help of other communications staff to fulfill the objectives of communication plans and projects.
- Effectively develops and manages funds budgeted in client departments to meet agreed upon communication objectives.

Evaluate and monitors results of assigned projects, using continuous quality improvement tools.

- Measures results for assigned areas of responsibilities.
- Ensures products produced within the department meet the highest technical standards in the areas of writing, design and impact.
- Identifies problems within specific areas or projects and develops creative solutions to solve those problems, drawing on the expertise of others.
- Understands and uses quality principles and tools in managing work systems and processes.

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

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in relevant field (Public Relations, Journalism, Communications). Four (4) years of relevant experience may be considered in lieu of a degree in addition to the experience below.
	Preferred	
Work Experience	Minimum	Five (5) years of work experience in a progressively responsible communications

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		position, managing communications projects and strategies.		
	Preferred			
Licenses & Certifications	Minimum			
	Preferred			
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Knowledge in several of the following areas: corporate communications, advertising, marketing, media, web communication/social media, public relations and publications. Excellent oral and written communication skills. Excellent problem-solving and organizational skills. Advanced relationship-building skills. Ability to manage variable time frames and budgets to meet customer needs. Ability to work effectively with individuals and teams at all levels of the organization from senior leadership to frontline staff. Ability to learn computer and application skills as applicable to role Ability to interact with and work around people Ability to make judgments in demanding situations Ability to react to frequent changes in duties and volume of work Ability to listen empathetically Ability to logically organize details 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 Knowledge of healthcare industry preferred 		
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
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#
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.