

# UW HEALTH POSITION DESCRIPTION

## Digital Marketing Specialist

Job Code: 320023	FLSA Status: Exempt	Mgt Approval: C. Reinders	Date: May 2023
Department/Number: Marketing & Communications		HR Approval: B. Haak	Date: May 2023

### POSITION SUMMARY

The Digital Marketing Specialist is a remote position, responsible for strategy and coordination of multi-channel campaigns to support UW Health. The position includes coordination of paid advertising for annual brand and service line campaigns using social media, display, digital video-and others. Additional responsibilities in content creation and community management on social media.

The incumbent will also work with a cross-functional team of internal and external strategy, web and creative teams to support campaign goals. The Digital Marketing Specialist will have an understanding of optimal user experience, asset and content development, and the ability to recognize trends in data to offer suggestions for campaign optimizations.

### KEY RESPONSIBILITIES

- Paid digital campaigns:** contribute to the planning and execution of campaigns from inception through completion.
- **Strategy** – Provide recommendations on which platforms and channels to use based on campaign performance goals and target demographics.
  - **Media buys** – Set up and execute buys on recommended social media platforms (Facebook, Instagram, LinkedIn, etc.) including targeting, budget recommendations and goal setting. Coordinate execution of buys within other channels using internal and external resources including UW Health Google/Search Specialist, brand advertising agency partners and/or freelance media partners.
  - **Optimization** - For social media, monitor and report on results and provide recommendations for optimizations to reach campaign goals. Include suggestions on changes to budget and targeting as well as asset performance and wear-out analysis.

**Digital ad and content creation:** in collaboration with in-house designers, photographer and videographers, contribute to development and production of assets for organic and paid social as well as display and other digital assets through:

- Concepting
- Copywriting
- Stock and/or original photo sourcing
- Shooting and editing videos for reels and stories

**Organic social media:** responsible for management of 1-2 UW Health accounts with an ongoing social presence across platforms.

- Lead discussions with cross-functional team to help develop strategize relevant content
- Create and manage a content calendar for the account
- Create, post and monitor content
- Report results and make recommendations for future content development
- On a rotating basis, take a role in regular monitoring of social platforms to moderate and respond to comments on posts using social media tools.

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

### POSITION REQUIREMENTS

Education	Minimum	Bachelor's degree in Marketing, Journalism, English, Communications, or related field.
	Preferred	Specific coursework in digital advertising, social media or social media certificate.
Work Experience	Minimum	<ul style="list-style-type: none"> <li>• Three (3) years' digital advertising experience with emphasis on paid social media.</li> <li>• Experience using the Meta and LinkedIn ad interfaces to set up, manage, evaluate and optimize campaigns.</li> <li>• Experience with Sprout Social or other social media management platform to schedule, monitor, and measure campaign performance.</li> </ul>

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	Preferred	<ul style="list-style-type: none"> <li>• Five (5) years social media experience with an emphasis on paid execution and analysis.</li> <li>• Experience with analytics tools such as Google Analytics.</li> </ul>
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, & Abilities		<ul style="list-style-type: none"> <li>• Excellent oral and written communication skills</li> <li>• Ability to articulate and communicate technical concepts succinctly</li> <li>• A self-starter with an “own it” mentality who can work successfully on multiple projects in a fast pace and process-oriented environment.</li> <li>• Excellent organizational, time management, and cross functional collaboration skills.</li> <li>• Knowledgeable of the online advertising ecosystems and the diverse MarTech/DataTech landscapes is a plus.</li> <li>• Excellent innovation and problem-solving skills.</li> <li>• Expert level attention to detail.</li> <li>• Ability to make judgments in demanding situations.</li> <li>• Ability to react to frequent changes in duties and volume of work.</li> <li>• Ability to listen empathetically.</li> <li>• Ability to logically organize details.</li> <li>• Ability to manage multiple concurrent activities and deadlines.</li> </ul>

### 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	<b>Sedentary:</b> 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.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<b>Light:</b> 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.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>

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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.