

UW HEALTH JOB DESCRIPTION

Intern

Job Code: 2780	FLSA Status: Non-Exempt	Mgt. Approval: L Strelow	Date: 2.2017
Department : Marketing and Communications		HR Approval: K Sawyer	Date: 2.2017

JOB SUMMARY

The Intern provides professional support to the department's marketing and communications staff. Duties include developing and implementing a marketing plan. This will include, but not be limited to: interviewing, writing, editing, publication coordination and other duties requiring strong written and verbal communication skills. The student intern interacts with diverse constituencies, including professional staff, physician faculty and the news media.

MAJOR RESPONSIBILITIES

- Using market research, translate a business goal into a marketing plan
- Prepare data driven tactics to achieve goal
- Demonstrates a self-motivated approach in developing appropriate strategies
- Collaborates with internal teams (i.e. advertising, media relations, web, publications, decision support, development, community relations, legislative relations) to solidify comprehensive, strategic marketing plans.
- Demonstrates ability to present material in writing, through graphic presentations and other communications media
- Demonstrates articulate, professional and courteous use of marketing communication strategies with others in all circumstances

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

JOB REQUIREMENTS

Education	Minimum	Preference given to students in Marketing and/or Public Affairs and/or currently working towards a marketing, communication, journalism, English or related degree.
	Preferred	
Work Experience	Minimum	
	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Strong interpersonal skills as well as excellent verbal and written communication skills and a commitment to customer service. • Valid driver's license and reliable transportation

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)		Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)		Young Adult (20 – 40 years)
	Preschool (4 – 5 years)		Middle Adult (41 – 65 years)
	School Age (6 – 12 years)		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.

N/A

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	Up to 10#	Negligible	Negligible

UW HEALTH JOB DESCRIPTION

	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.			
	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:				

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.