

UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS			
Title: Managing Editor, SMPH <i>Quarterly</i> Magazine		Department/Number: Marketing & Communications	
Reports to: Director, Strategic Communications			
Job Code: 320022	FLSA Status: Exempt		
Manager Approval: P.Toner	Date: 2/2016	HR Approval: MJG	Date: 2/2016
POSITION SUMMARY			
<p>Under the direction of the Director of Strategic Communications, the Managing Editor of <i>Quarterly</i> magazine serves as a member of the Corporate Communications team and works closely with the Media, Marketing and e-Health Teams in the dynamic and fast-paced UW Health Marketing and Communications Department. The MPA teams' efforts are geared collectively to building and enhancing the overall institutional reputation through a variety of communication vehicles.</p> <p><i>Quarterly</i> is published four times per year by the UW School of Medicine and Public Health (SMPH) and Wisconsin Medical Alumni Association (WMAA). With a print circulation of approximately 16,000, it is distributed to MD alumni, faculty and friends of the school, including donors and other key stakeholders.</p> <p>The Managing Editor takes on high-level responsibilities to produce <i>Quarterly</i> magazine, working closely with the SMPH Dean's office and leadership/members of the WMAA, including an editorial board (for which the Managing Editor schedules and facilitates annual spring and fall meetings). This incumbent is expected to possess a working knowledge of key science and academic medicine topics; gain familiarity with all related aspects of UW Health, including its unique personality as an academic medical center; and understand SMPH strategic priorities and communications needs.</p> <p>The Managing Editor proactively generates and researches story ideas; manages the budget; identifies, negotiates fees and works with freelance writers and photographers; plans and assigns articles to in-house and freelance writers; writes some content; edits all magazine copy; facilitates photography for each article with in-house or freelance photographers (and/or helps writers do this); works with the Graphic Designer and Graphics Technician to produce each issue; oversees printing; and has final approval at print proof stages.</p> <p>The <i>Quarterly</i> Managing Editor is responsible for developing and maintaining strong working relationships throughout MPA and across the SMPH and other UW Health entities—as well as with groups that collaborate with the SMPH—to stay abreast of news developments, research, clinical procedures, educational directions and other identified areas that may be crucial to planning and producing <i>Quarterly</i>. This entails watching local, regional and national trends, including those at peer academic medical centers.</p> <p>The incumbent is responsible for making sure production of <i>Quarterly</i> is carried out in accordance with UW Health communication policies and the high work standards of the MPA.</p> <p>The incumbent must possess organizational skills that will lead to the effective management of projects, including the ability to collaborate appropriately to successfully complete the magazine and other work products. Other relevant skills include analysis of client needs and the ability to articulate appropriate and realistic communications goals, resolve differences, and construct and execute plans to meet goals on time and on budget.</p> <p>Excellent communication skills are crucial to successful performance in this position. These include the ability to listen actively and communicate effectively both orally and in writing. Developing and maintaining good two-way communication with all constituents is essential for success.</p> <p>Like all members of the MPA, the incumbent is expected to approach the role with a UW Health enterprise perspective, promote and facilitate that perspective with others, and work in all endeavors to achieve the strategic and operational goals of the enterprise as a whole.</p>			
MAJOR RESPONSIBILITIES			

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Develop and implement comprehensive communication strategies and supporting plans for *Quarterly* magazine.

1. Demonstrates leadership in developing and implementing communication strategies to achieve the mission, vision, values and goals expressed in the UW Health strategic plan.
2. Understands the strategic objectives of UW Health and uses this knowledge to plan and produce communications deliverables.
3. Develops contacts internally with SMPH faculty, administrative staff, leadership, students and other personnel as related to areas for coverage in *Quarterly* magazine.
4. Manages and completes multiple aspects of the magazine project in short time frames and coordinates diverse aspects into a cohesive and strategic publication.
5. Uses working knowledge of AP style and other writing styles as might be appropriate to produce quality products for a specific audience, incorporating graphic design principles and general public relations principles and techniques.
6. Works with WMAA leadership to develop and maintain a budget for *Quarterly* magazine and assure that it remain in budget.
7. Helps with SMPH and WMAA special events, as needed.
8. Develops and defends the SMPH brand and key messages.

Evaluates and monitors results of *Quarterly* magazine, using continuous quality improvement tools.

9. Measures results for assigned areas of responsibilities.
10. Ensures products produced meet the highest technical standards in the areas of writing, editing, design and impact. Identifies problems within specific areas or projects, and develops creative solutions to solve those problems, drawing on the expertise of others, including the magazine's editorial board.
11. Understands and uses quality principles and tools in managing work systems and processes.

Other duties as assigned.

This includes managing and editing special projects, such as the three-times-yearly "Dean's Corner" in the *Wisconsin Medical Journal (WMJ)*. For the Dean's Corner, the SMPH Dean writes an editorial that appears in the print and online versions of the *WMJ*; the Dean also often invites co-authors to collaborate. The Managing Editor assists by generating article ideas, monitoring deadlines, editing the piece and obtaining the author portrait(s) before submitting the article and portrait(s) to the journal staff.

All duties and requirements must be performed consistent with the UW Health Performance Standards.

POSITION REQUIREMENTS

Education	Minimum	B.A. in Journalism, English, Marketing and/or Public Relations or equivalent
	Preferred	Significant coursework in biological sciences and/or science communication
Work Experience	Minimum	Five (5) years as working journalist and/or public relations professional
	Preferred	Five (5) years as working journalist with at least two (2) years of health care or scientific public relations experience
Licenses & Certifications	Minimum	n/a
	Preferred	n/a
Required Skills, Knowledge, and Abilities		
<ul style="list-style-type: none"> • Knowledge in several of the following communications areas: writing, editing, public relations and publications • Excellent oral and written communication • Excellent problem-solving and organizational skills • Advanced relationship-building skills • Ability to manage timeframes and budgets to meet customer needs • Ability to work effectively with those at all levels of the organization from senior leaders 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 • Effective communication skills • 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 		

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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#
List any other physical requirements or bona fide occupational qualifications:	•		

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

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.