

UW HEALTH JOB DESCRIPTION

MARKETING ACCOUNT MANAGER – MEDICAL DEVELOPMENT

Job Code: 321004	FLSA Status: Exempt	Mgt. Approval: C. Roth	Date: April 2023
Department: Marketing & Communications		HR Approval: B. Haak	Date: April 2023

JOB SUMMARY

The Marketing Account Manager, Medical Development, is responsible for developing and implementing marketing strategies to drive philanthropic support for UW Health and the University of Wisconsin School of Medicine and Public Health (SMPH). The role is high visibility, as the incumbent is responsible for working with senior leadership across the medical enterprise and among a national donor community.

The incumbent will have direct responsibility for implementation of the marketing strategy for the Wisconsin Medicine campaign, as well as a roster of other high-impact fund-raising activities. Together with the Development team, the incumbent is responsible for developing measurable marketing strategies to ensure that program goals are met in a timely and cost-effective manner. The Marketing Account Manager will act as the day-to-day contact for our external agency partner, as well as the key project manager with the internal UW Health and WFAA creative teams.

The Marketing Account Manager will also participate in various philanthropy, campaign and marketing work groups across the organization. The incumbent works in teams and independently, and therefore must be self-motivated in developing appropriate work plans.

MAJOR RESPONSIBILITIES

- Serves as a key UW Health MarCom leader for Medical Development, including the *Wisconsin Medicine* medical development campaign, and other development-related marketing activities based on defined priorities.
- Supports marketing plan development
- Serves as a primary liaison for the development of marketing materials and messaging across UW Health Development, WFAA, UW SMPH and UW Health MarCom departments.
- Using available market research, develop and translate concise and quantifiable business goals into marketing communications strategies and activities.
- Responsible for the establishment of UW medical development best practices for integrated marketing materials, including adherence to brand guidelines.
- Coordinates development initiatives with our external marketing agency partner.
- Collaborates with internal UW Health teams including advertising, media relations, web, publications, development and community relations to solidify comprehensive, strategic marketing plans.
- Responsible for developing briefing documents for creative and paid media.
- Participate in the UWHealth.org redesign process as the primary representative from UW Health Development as it impacts Wisconsin Medicine and other priorities going forward.
- Obtains knowledge and skills needed to keep up with technology and changing roles.

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

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in a relevant subject area such as Marketing, Communications, Journalism or a related field
	Preferred	Master's degree in a relevant subject area such as Marketing, Communications or a related field
Work Experience	Minimum	Seven (7) years relevant experience in development marketing or communications in a highly matrixed organization
	Preferred	<ul style="list-style-type: none"> Experience building and leading a cohesive philanthropy brand strategy Experience in a large academic or complex health program that included Marketing/Communications services. Prior management experience.
Licenses & Certifications	Minimum	
	Preferred	

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Required Skills, Knowledge, and Abilities	<ul style="list-style-type: none"> • Experience initiating, implementing, and growing programs. • Strong interpersonal skills with the proven ability to work effectively and cross-functionally across departments and partner organizations. • Self-directed, with demonstrated ability to prioritize and to manage multiple complex activities simultaneously. • Ability to work well within a complex enterprise; across departments, organizations; internally and externally. • Enthusiasm, flexibility, and the demonstrated ability to thrive in a fast-paced environment. • Strong personal work ethic and unquestioned personal integrity. • Negotiating, diplomatic, and organizational skills. • Excellent oral and written communication skills. • Ability to make judgments in demanding situations • Ability to listen empathetically • 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. *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#
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.