

UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS	
Title: Marketing and Outreach Liaison	Department/Number: Department of Surgery/101000000
Reports to: Program Director - Surgery	
Job Code: 320027 FLSA Status: Nonexempt	
Manager Approval: S. Hernandez Date: 11-16	HR Approval: R. Temple Date: 11-16
POSITION SUMMARY	
<p>Under the general direction of the Surgery Program Director, the Marketing and Outreach Liaison's two primary objectives are (1) to develop and implement a comprehensive department marketing and communications strategy in collaboration with UWH Marketing and Communications; and (2) to develop and implement a comprehensive department physician/provider relations strategy in conjunction with the UWH Provider Advocacy Program. As a result, the Marketing and Outreach Liaison serves as a key link and resource to critical UWH system partners and must leverage strong and positive working relationships with these partners to achieve goals that are aligned with enterprise priorities and strategy.</p> <p>Specific responsibilities include, but are not limited to: writing, and editing of print and electronic media targeted at patients, referring providers, donors, peer institutions, and the general public; partnering with department faculty to develop strategic marketing plans for new and existing clinical programs; collaborating with the UWH Provider Advocacy Program to identify specific geographic areas and individual physicians and other providers to establish relationships with department faculty; industry relations; community relations; and other duties as assigned.</p>	
MAJOR RESPONSIBILITIES	
<p>Website</p> <ul style="list-style-type: none"> Oversee the Department of Surgery and UWHealth.org Surgery websites. Maintain clinical content, physician profiles and ensure photographs are up-to-date. Coordinate timely posting of publications and relevant materials. Monitor website analytics and statistics. Create and optimize website search strategies. <p>Media Relations</p> <ul style="list-style-type: none"> Partners with UW Health Media Specialists to respond to media inquiries and to assess internal communication plans related to key media stories. Participates in the development of media campaigns using local media to communicate the services and strengths of the Department of Surgery to maintain awareness and to increase exposure to surgical services offered at UW Health. <p>Community Relations</p> <ul style="list-style-type: none"> Coordinates with the Director of Community Relations on all projects and strategies that have the potential for positives and/or negative community relations. Works with Special Events Coordinator on community events as planned through the UW Health Community Relations Department. <p>Media</p> <ul style="list-style-type: none"> Direct media campaigns using local media outlets to communicate the strengths and services of the Department of Surgery to maintain awareness and to increase clinical growth. Interview, write, edit, proofread and submit articles for department publications, other UW publications, UW Health website and Department website. Identify, investigate and develop potential stories for all forms of media. Feed stories to public relations to pitch to media outlets. <p>Marketing</p> <ul style="list-style-type: none"> Oversee and support the development and implementation of clinical marketing and communication tools. Coordinate the creation, implementation and modification of related promotional advertising materials (i.e. Faculty Resource Guide, New MD Announcements, Brochures, etc). Coordinates with UW Health Marketing Team to ensure consistent messaging and project management between internal and external outreach. Meets regularly with UW Health Marketing Account Manager to ensure internal messaging is aligned with marketing efforts aimed at referring physicians, affiliated organizations and the patient community. Implement marketing plans and play an active role in the strategic planning process. Develop and implement a marketing plan and budget for Department of Surgery strategic areas incorporating eHealth, Marketing, and 	

UW HEALTH POSITION DESCRIPTION

Regional Development. Work in collaboration with the Department Chair, Department Administrator, Surgical Clinical Program Director, VP of Marketing and VP of Public Affairs.

- Organize and manage all print and electronic department collateral materials and photographs.
- Assist with readership surveys of target audiences to improve and further target department communications and publications.

Regional and Community Outreach

- In partnership with Regional Development, strategize and coordinate all outreach functions for the Department of Surgery.
- Collaborate with Department of Surgery Leadership to develop and implement a regional outreach strategy with a goal of increasing regional patient volume and other collaborative efforts.
- Communicating priorities and updates to physician liaisons concerning changes to faculty, regional services, and emerging programs.
- Facilitate coordination of events and report outreach activity on a regular basis to leadership.
- Establish and foster new relationships with regional providers.
- Implement processes that ensure regular and effective communication between department faculty and referring providers
- Promote the expansion of GlovesOn training, site visits to the UW Health campus, virtual tumor boards/case conferences, and other activities
- Support the expansion of the department as a regional and national resource for advanced surgical training
- Develop mechanism for effective and efficient scheduling of provider outreach events throughout the region
- Provide other support to the surgery outreach program as needed
- Identify and coordinate speaking opportunities and patient education locally as well as through online forums (i.e. webinars, YouTube, etc.)
- Develop and implement a formalized Clinical Adjunct Faculty program to engage and collaborate further with them.

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

POSITION REQUIREMENTS

Education	Minimum	<ul style="list-style-type: none"> BA or BS in marketing, communications, liberal arts or other business or healthcare field
	Preferred	
Work Experience	Minimum	<ul style="list-style-type: none"> 1-3 years customer service or direct patient or provider related experience Experience working in a large health care system is essential, preferably in a medical, research or educational setting
	Preferred	
Licenses & Certifications	Minimum	<ul style="list-style-type: none"> Valid WI drivers license
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Excellent written and oral communication skills Strong organizational skills Strong teamwork approach Must be thorough and detail oriented Demonstrated enjoyment of planning, implementing and attending social networking events (receptions, dinners, athletic events, fundraisers). Demonstrated interest and success of resolution of physician concerns related to service, patient care, and communication

AGE – SPECIFIC COMPETENCY

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,

<input type="checkbox"/>	Infants (Birth – 11 months)	<input type="checkbox"/>	Adolescent (13 – 19 years)
<input type="checkbox"/>	Toddlers (1 – 3 years)	<input type="checkbox"/>	Young Adult (20 – 40 years)
<input type="checkbox"/>	Preschool (4 – 5 years)	<input type="checkbox"/>	Middle Adult (41 – 65 years)
<input type="checkbox"/>	School Age (6 – 12 years)	<input type="checkbox"/>	Older Adult (Over 65 years)

UW HEALTH POSITION DESCRIPTION

Job Function

Review the employee's job description, and identify each essential function that is performed differently based on the age group of the patient.

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
	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
X	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:

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.