

UW HEALTH JOB DESCRIPTION

Marketing Communications Strategist

Job Code: 320006	FLSA Status: Exempt	Mgt. Approval: J. Prieve	Date: January 2023
Department: Marketing & Communications		HR Approval: B. Haak	Date: January 2023

JOB SUMMARY

The Marketing Communications Strategist is responsible for developing and implementing marketing communications strategies and comprehensive supporting plans to achieve client specific marketing and communication goals. As a part of successfully achieving these goals, the incumbent manages budgets both within the department and outside the department (e.g. consultants). The incumbent also draws upon the expertise of others within the organization to ensure that goals are met in a timely and cost-effective manner and works collaboratively within and outside the institution.

The incumbent works closely with various staff to carry out the plans for customer specific and institution-wide marketing communications strategies. The incumbent is typically assigned to specific clients as opposed to project work. The incumbent is responsible for developing strategic marketing plans for these individual customers and measuring the outcomes against pre-established goals. The incumbent is responsible for the entire project plan for these assignments including production schedules and project budgets. The incumbent is responsible for ensuring all products/materials produced under their leadership are of the highest quality, adhere to UW Health and legal standards and clearly support the strategies and goals of the institution.

The Marketing Communications Strategist works independently and therefore must be self-motivated in developing appropriate strategic communication plans. The incumbent will work with a minimum of supervision and is expected to meet and exceed goals. The Marketing Communications Strategist will be expected to understand and use quality principles and tools in managing their own work systems and processes.

MAJOR RESPONSIBILITIES

- Using market research, develop and translate concise and quantifiable business goals into marketing communications strategies and activities.
- Develops comprehensive communications plans based on the strategic objectives of UW Health and its partners, the UW School of Medicine and Public Health, the UW Foundation, and individually assigned clients of the organization.
- Institutes data-driven marketing strategies.
- Develops strategies and programs to achieve the UW Health missions related to patient care, research, outreach and education as expressed in the overall institutional strategic plan.
- Collaborates with internal teams (i.e. advertising, media relations, web, publications, decision support, development, community relations, legislative relations) to solidify comprehensive, strategic marketing plans.
- Implements comprehensive marketing communication plans for assigned customers in a precise effective manner, to include, but not limited to, writing, editing, obtaining approvals, managing photo sessions, and overseeing the Marketing Specialist if assisting on projects.
- Ensures all products are of the highest technical standards in the areas of content, design and impact.
- Present material in writing, through graphic presentations and other communications media.
- Participates in management and project implementation teams when requested.
- Develops and manages budgets, both for department dollars and for dollars housed in other departments, to meet agreed upon communication objectives.
- Applies knowledge of quality principles, including health literacy, to all projects.
- Demonstrates articulate, professional and courteous use of marketing communication strategies with others in all circumstances.
- Ensures that projects meet or exceed customer agreed upon satisfaction goals
- Exemplifies "customer first" principles when dealing with patients and others from outside the institution.
- Motivates others and ensures that the teams and individuals they lead achieve their goals.
- Independently obtains necessary 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 Marketing, Journalism, English or communications field or the equivalent in progressive work experience.
	Preferred	Advanced degree in related field

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Work Experience	Minimum	Five (5) years in a progressively responsible marketing position, working closely with clients to develop and implement marketing plans with measurable results.
	Preferred	Experience in developing and applying comprehensive marketing strategies in an academic health setting.
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Demonstrated leadership skills. • Ability to identify and analyze customer needs and translate them into innovative and effective solutions. • Ability to learn computer and application skills as applicable to role • Ability to interact with and work with a wide range of 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 • Ability to write for print, broadcast, web and social media as needed

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 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.	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.