

## UW HEALTH JOB DESCRIPTION

### MARKETING SPECIALIST

<b>Job Code:</b> 320007	<b>FLSA Status:</b> Exempt	<b>Mgt. Approval:</b> R.Hanson/L.Ferris	<b>Date:</b> December 2023
<b>Department:</b> Marketing & Communications		<b>HR Approval:</b> B. Haak	<b>Date:</b> December 2023

### JOB SUMMARY

The Marketing Specialist is responsible for providing support for the marketing and advertising efforts for UW Health. Primary responsibilities include coordinating, reviewing and triaging marketing requests as well as acting as a general point of contact for various marketing projects. Responsibilities include coordinating collateral and business materials, website and social media content, and merchandise and event materials as needed. This will also include assisting departments and clinics with marketing materials that do not have a budget or an assigned Marketing Strategist.

The Marketing Specialist works closely with their team to support the execution of various service-line specific and institutional strategic marketing plans. The incumbent will be skilled in the use of the MS Office suite of tools (Word, PowerPoint, Excel, etc.). Additionally, they will be expected to learn and become proficient with the UW Health project management tool and is responsible for ensuring all products/materials produced under their guidance is of the highest quality, are completed on-time and on-budget and clearly support the strategies and goals of the institution. They are expected to be highly organized and possess the ability to work under tight deadlines while managing multiple projects.

The Marketing Specialist works both independently and within teams and must be self-motivated and able to work independently. The Marketing Specialist will be expected to use quality principles and tools in managing their own work systems and processes.

### MAJOR RESPONSIBILITIES

- Collaborates with internal teams including the advertising, social media, web, creative, internal communications, and media relations teams, to execute projects assigned.
- Coordinates activities to support the development of marketing materials to include, but not limited to, reviewing, and submitting requests, light copywriting and editing, client relations, obtaining approvals, managing photo sessions, etc.
- Ensures all materials produced are of the highest technical standards in the areas of writing, design, and adhere to UW Health brand standards.
- Participates effectively in management and implementation teams when requested.
- Demonstrates articulate, professional, and courteous use of communication strategies with others in all circumstances.
- Exemplifies "customer first" principles when dealing with patients and others from outside the institution.
- 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	Associate's degree in a relevant subject area such as Marketing, Communications, Business Administration, Health Care Management, or related field. Equivalent experience is acceptable in lieu of a degree
	Preferred	Bachelor's degree in a relevant area.
Work Experience	Minimum	Two (2) years of experience in a progressively responsible marketing and communications position, supporting the coordination and execution of marketing and communication projects.
	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Possess strong organizational skills.</li> <li>• Ability to work under tight deadlines while managing multiple priorities.</li> <li>• Skilled in the use of MS Office products, including Word, PowerPoint and Excel.</li> <li>• Ability to interact with and work with a wide range of people.</li> <li>• Ability to make judgments in demanding situations.</li> <li>• Ability to react to frequent changes in duties and volume of work.</li> <li>• Effective communication skills</li> <li>• Ability to listen empathetically.</li> </ul>

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	<ul style="list-style-type: none"> <li>Ability to logically organize details.</li> <li>Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish.</li> <li>Ability to manage multiple concurrent activities.</li> </ul>			
<b>PHYSICAL REQUIREMENTS</b>				
<b>Indicate the appropriate physical requirements of this job in the course of a shift.</b> <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>				
<b>Physical Demand Level</b>		<b>Occasional</b> Up to 33% of the time	<b>Frequent</b> 34%-66% of the time	<b>Constant</b> 67%-100% of the time
<b>x</b>	<b>Sedentary:</b> 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.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<b>Light:</b> 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.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
<b>Other</b> - 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.