

UW HEALTH JOB DESCRIPTION

Marketing Strategist – Medical Development and Community Relations

Job Code: 320035	FLSA Status: Exempt	Mgt. Approval: L. Ferris	Date: June 2021
Department: Marketing & Communications		HR Approval: J. Theisen	Date: June 2021

JOB SUMMARY

Reporting to the Director, Brand Strategy, the Marketing Strategist – Medical Development and Community Relations operates within a complex business structure to develop content for events and programs that support UW Health fundraising, community relations and marketing goals. The Strategist works in close partnership with the Marketing Account Manager/Medical Development and UW Health Development, to help achieve UW Health's ambitious fundraising goals, including for the Wisconsin Medicine campaign. In addition, the Strategist works with key stakeholder groups including Community Relations, DEI, WFAA, SMPH and the Marketing and Communications (Marcom) Account Management team to achieve our strategic and community relations goals.

This position assumes leadership for production and content of multiple small to large-scale programs throughout the year designed to strengthen ties with key stakeholders including donors and alumni, patients, and other community groups.

MAJOR RESPONSIBILITIES

Mindful of the UW Health "remarkable" brand strategy, as well as key clinical research programs and relationship with SMPH, develops content that makes UW Health unique among other healthcare providers to raise our regional and national profile.

In partnership with UW Health Development, produce and manage multiple fundraising and corporate event programs to achieve UW Health strategic goals.

- Uses knowledge of UW Health strategic plan objectives, UW Health Brand Strategy, and defined project goals to make recommendations for appropriate event content
- Programming: Working in close partnership with the Medical Advancement Group (MAG) events team, develops event programming including scripts, presentations, video production, livestream/webcast production and stage direction. Uses technology to produce livestream events, including run of show
- Project Management: Provides direction and project management to the UW Health creative team for event communications including design of invitations, programs, on-site communications, and signage, as well as photography and videography
- Writing: Using the UW Health brand voice, develops written content for event promotion and programming including PR talking points, newsletters, advertising, social media and web content. Researches, writes, edits, and provides direction for the development of copy and video of key development-focused patient stories
- Communications: Works with the Corporate Communications team to define and implement internal communications strategies related to MAG activities. Works with media relations team to develop external PR plans.
- SMPH Partnership: in collaboration with account management and SMPH communications teams, develop programming for school-specific recognition and donor events
- Corporate Events: in collaboration with HR and other internal teams, project manage key employee recognition events
- Serves as a resource for UW Health colleagues on event best practices, venues and vendors, and provides guidance and advice when needed.

Provides dedicated marketing communication support to UW Health Community Relations and DEI teams.

- Uses knowledge of UW Health strategic plan objectives and defined project goals to develop content to support UW Health community relations and DEI goals
- Project Management: provides direction and project management to UW Health creative team for the development of printed and digital materials, advertising, sponsorships, and merchandise
- Writing: Using the UW Health brand voice, writes and edits content for programming, publications, PR, collateral, social and web content. Researches, writes, edits, and provides direction for the development of copy and video of key community and/or DEI-focused patient stories
- Programming: develops programming as requested for Community Relations and DEI events and sponsorships

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

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JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in Journalism, English, Communications, Public Relations, or other relevant field.
	Preferred	Advanced degree in related field
Work Experience	Minimum	Five (5) years of experience in a marketing, events, or community relations with progressive responsibilities overseeing projects, or other related experience
	Preferred	Experience with event and project management
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		
<ul style="list-style-type: none"> Knowledge in one or more of the following communications areas: advertising, philanthropy, marketing, media, publications. Demonstrates an understanding of the strategic objectives of UW Health, schools and individually assigned customers and the ability to tie the communications objectives to those greater objectives. Meets project objectives within projected time frame, within budget and according to customer needs. Effectively participates in team efforts and group activities. Demonstrates a high level of communication excellence, especially the ability to communicate in writing. Ability to learn technology as applicable to role. Knowledge of best practices in non-profit management. Ability to think strategically. Ability to manage multiple concurrent activities. Ability to facilitate diverse groups of people and achieve outcomes. Knowledge and practice of best practices in areas of focus. Self-motivated in developing appropriate communications, marketing, charitable giving, and event programming/messaging. Understanding of and use of quality principles and tools in managing his/her own work systems and processes. 		

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:				

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.