

UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS			
Title: Photographer		Department/Number: 74020	
Reports to: Director, Creative Services			
Job Code: 320009	FLSA Status: Exempt		
Manager Approval: C.Klann	Date: 5-16	HR Approval: MJG	Date: 5-16
POSITION SUMMARY			
<p>Under the direction of the Director, Creative Services, the Photographer is responsible for the creation of high quality photographs of patients, employees, faculty, philanthropic donors, facilities and events for use in print publications and advertising, on the web and in social media, in video and for other promotional purposes.</p> <p>The position requires creative vision, technical expertise, independence, organization and scheduling skills. This position requires full capabilities to effectively lead others and manage all aspects of the job.</p> <p>The Photographer works closely with Marketing and Communications graphic designers and account managers to plan, schedule and art direct photoshoots. The photographer will work on various locations and with a diverse range of subjects requiring creativity, problem solving, flexibility and excellent interpersonal communication skills. The photographer works under tight deadlines to independently complete assignments.</p>			
MAJOR RESPONSIBILITIES			
<ol style="list-style-type: none"> 1. Provides photographic coverage for a broad range of uses in printed publications, advertisements, video and web <ul style="list-style-type: none"> • Creates high quality photos for a variety of purposes in keeping with institutional standards and client needs • Utilizes creativity, innovation, problem-solving and compositional skills to shoot photos with pleasing lighting, composition and visual balance • Uses computer graphics programs such as Acrobat Photoshop in post production • Operates a Macintosh computer and peripherals including CD/DVD drive, printers and scanners • Shows initiative in recommending or seeking out improved techniques and equipment 2. Interacts closely with Marketing and Communications graphic designers, graphics coordinator, account managers, web and social media teams, UW Health employees, patients and patient families <ul style="list-style-type: none"> • Schedules all photography requests with account managers in an organized and efficient manner • Consults with Director, Creative Services to plan, organize, manage and complete assignments • Works closely with Graphics Coordinator on post production work • Works closely with graphic designers and account managers to plan project objectives and creative vision • Offers flexibility and open to specific creative direction • Communicates effectively and works collaboratively with colleagues, clients and customers 3. Manages and maintains department Photo and Release Gallery <ul style="list-style-type: none"> • Provides leadership to department staff on Gallery use. Provides updates at staff meetings • Creates digital contact sheet for each photoshoot, sharing work with colleagues and clients • Chooses best "picks" from each photoshoot and uploads selection to Photo and Release Gallery • Ensures subject/patient releases are recorded with all photoshoots and are uploaded in Photo and Release Gallery • Maintains historical archive of past photoshoots • Works with e-health on Gallery maintenance / updates 4. Produces a steady supply of social media photos <ul style="list-style-type: none"> • Identifies specific images from existing gallery collection • Collaborates with Social Media Program Manager fulfill program needs • Produces high quality images using cell phone, iPad or other mobile devices • Manages real-time photo transmissions during high-profile events by using wi-fi technology built into cameras or after market products to provide images instantly 5. Manages and shoots VIP photography <ul style="list-style-type: none"> • Appropriately interacts and art directs VIPs such as UW Health leadership, professional athletes, celebrity musicians and philanthropy donors 			

UW HEALTH POSITION DESCRIPTION

- Produces highly stylized images for use in high-end materials
 - Quickly selects and supplies images to designers, web and social media teams for real time use
- 6. Manages and shoots end of life photography for patient families**
- Works closely with Child Life, nurses and staff at the children's hospital and adult Palliative Care Program
 - Follows training provided by Child Life to interact with families appropriate to the situation
 - Recommends and books freelance photographers if schedule conflicts occur
 - Edits photos and selects images to give to family
- 7. Provides creative leadership for new projects**
- Generates ideas for themes, visual styles and locations
 - Fosters relationships with staff, patients and families that enhance creative direction
- 8. Maintains connections with a reliable network of talented freelance photographers**
- Quickly identifies appropriate photographer based on circumstance
 - Understands budget implications
 - Maintains high quality standards
 - Has network of photographers in Wisconsin as well as nationally
 - Processes photos after shoots are completed
- 9. Ensures department has current software, cameras, lenses and lighting equipment while maintaining annual budget**
- Collaborates with Graphics Coordinator to stay current on latest technology and recommends new purchases when appropriate
- 10. Participates in continuing education and training when appropriate.**

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

POSITION REQUIREMENTS

Education	Minimum	Related certificate from technical college or equivalent experience
	Preferred	Bachelor's degree in Photography, or related field
Work Experience	Minimum	5 years of experience as commercial or inhouse photographer
	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		
<ul style="list-style-type: none"> • Portfolio must demonstrate a cross section of high quality photo journalistic, location, portrait and event photography • Expertise in using digital cameras • Expertise in lighting systems • Digital post-production experience using Adobe PhotoShop software • Experience managing digital asset management software or systems • High level, creative visual skills • Strong communication and organizational skills • Flexible and able to take specific creative direction well • This position may require evening and weekend hours to cover events. • Ability to learn computer and application skills as applicable to role • Ability to interact with and work around 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 		

UW HEALTH POSITION DESCRIPTION

PHYSICAL REQUIREMENTS			
Indicate the appropriate physical requirements of this job in the course of a shift. <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>			
Physical Demand Level	Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input checked="" type="checkbox"/> 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#
<input type="checkbox"/> 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#
<input type="checkbox"/> 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: Moderate noise level consistent with an office environment

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.