

UW HEALTH JOB DESCRIPTION

Press Secretary

Job Code: 320043	FLSA Status: Exempt	Mgt. Approval: S. Benzel	Date: July 2021
Department: Marketing and Communications		HR Approval: J. Theisen	Date: July 2021

JOB SUMMARY

The Press Secretary serves as the primary contact for UW Health's day to day interactions with local, state and national news media. The Press Secretary will develop and maintain relationships with reporters and media outlets in an effort to support UW Health's strategic communications, messaging, growth and other system needs.

Press Secretary will be the primary media contact on UW Health or SMPH press releases and should expect to serve as a regular organizational spokesperson in media stories. Press Secretary should have an understanding of modern crisis communication and will be called upon to support organizational needs in that area. Press Secretary will oversee the process of distribution for press releases, media statements and other materials disseminated to media outlets on a recurring basis. Press Secretary will work with UW Health experts and leaders to schedule and complete local, state and national media interviews, including preparation and post-interview follow up.

The Press Secretary plays an important role in pro-actively supporting the UW Health brand, organizational priorities and geographic reach and is expected to develop strategies, plans and tactics to meet the organization's needs in those key areas. Press Secretary will work with media relations team and cross-functionally with other departments on the development and implementation of metrics tracking UW Health media efforts.

Press Secretary may serve as lead media relations contact for organizational stakeholders, departments or service lines where necessary and appropriate. Press Secretary will be responsible for development of written, video and audio content in support of media relations efforts. Press Secretary may also be called upon to support other organizational needs such as media training and event coordination.

MAJOR RESPONSIBILITIES

1. Serve as primary media contact for UW Health
 - Develops and maintains relationships with reporters and media outlets. This includes those in the home market (Madison), those in other Wisconsin or regional markets and nationally.
 - Develops and maintains up to date files of media outlets and contacts.
 - Regularly liaises with media contacts to determine their needs, direct them appropriately within UW Health and identify stories or experts to fill those needs as is possible and appropriate.
 - Is the primary or initial contact for most press inquiries.
 - Serves as a spokesperson for UW Health in media stories where necessary and appropriate.
 - Coordinate and manage in-person media interviews with media, spokespeople, security and other stakeholders for interviews taking place on UW Health grounds, in UW Health facilities or in some cases offsite with UW Health spokespeople.
 - Works with UW Health experts and spokespersons on scheduling, preparation for and completion of media interviews.
2. Supports organizational priorities and growth through strategic media relations efforts
 - Works with Marketing and Communication team and cross-functionally with other key departments to ensure media interactions are aligned with broader departmental and organizational priorities.
 - Works with media relations team to track media distribution, outreach, strategic growth and placement through the development and implementation of key metrics.
 - Serves as lead media relations contact for organizational stakeholders where necessary and appropriate.
3. Manages the routine internal communication of UW Health media efforts and press clips
 - Manages the compilation and distribution of organizational press clips.
 - Tracks media activities and keeps UW Health leaders informed through regular communications.
 - Manages scheduling for the media studio or other facilities primarily used for the purposes of media relations.

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

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JOB REQUIREMENTS		
Education	Minimum	Bachelor's degree in communications, journalism or a related field.
	Preferred	
Work Experience	Minimum	Five (5) years' work experience in media or public relations
	Preferred	Experience with crisis communications
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Demonstrated excellence in written and verbal communication skills. • Demonstrated ability to implement communications projects, tactics and strategies in sensitive or time-sensitive situations. • Ability to work within a team structure and cross-functionally with other departments. • Ability to prioritize and organize work. • Familiarity with video creation and editing. • Knowledge and ability to use various software programs to include video production, word processing, internal communication, work management and media tracking. • Demonstrated success with media placements with local, state, regional and national outlets. • Knowledge of principles and practices used in media relations and public relations. • Extensive knowledge of the Wisconsin media landscape and an understanding of local and national media operations for both print and broadcast.

AGE SPECIFIC COMPETENCY (Clinical jobs only)

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)

JOB FUNCTIONS

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
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

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	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.