

UW HEALTH JOB DESCRIPTION

Web Content Strategist

Job Code: 320016	FLSA Status: Exempt	Mgt. Approval: M. Helf	Date: March 2020
Department: Marketing & Communications		HR Approval: J. Theisen	Date: March 2020

JOB SUMMARY

Under the direction of the Web Strategies Manager, the Web Content Strategist is responsible for website management, including planning, creating, editing and managing business and clinical content contributions from throughout the enterprise. This position will also be responsible for implementing and monitoring web-specific editorial style sheets for content and data displayed through web-based technologies, including, but not limited to, UW Health's public websites, social media avenues, email marketing program and UW Health's employee intranet, U-Connect.

This position will work closely with other members of Digital Marketing, Brand, Marketing Technology, Operations and Communications teams in the creation of a content strategy for websites and in planning, prioritization and project management activities by developing production schedules and content inventories, gap analysis; coordinating content assignments and content contributions from throughout the UW Health enterprise, web graphic design and social media efforts. The Web Content Strategist also works with Marketing and Communications staff to coordinate multimedia (video and audio recording) and digital photography necessary for efforts to build robust web content. This position involves writing and editing business and clinical copy for accuracy, style, readability, search engine optimization and appropriateness for target audience and ensures timely production and distribution of content. The Web Content Strategist will coordinate efforts among creative, technical and other content sources to ensure the highest quality product output and user experience is achieved while maintaining the highest degree of customer service.

A wide variety of internal and external relationships are necessary to accomplish the objectives and perform the duties of this position. This position will work closely with other members of UW Health's Web Center and Marketing and Communications teams; internal clients including but not limited to the UW Carbone Cancer Center, American Family Children's Hospital, and other internal business and clinical departments; as well as external partners such as the UW Foundation and Unity Health Plans. Developing and maintaining good communication with these contacts is essential to accomplishing the objectives of this position and the goals of the Digital Marketing department.

The incumbent independently oversees content contributors throughout the enterprise providing leadership and direction to groups surrounding writing, proofing and use of a web-based content management system to publish content. This position will help identify content needs based on competitive site analysis and gap analysis, participate in workflow and process management and collaborate with different levels of staff whom they do not have a direct reporting relationship with, inside the Web Center and throughout the UW Health enterprise.

All members of the Web Center must actively take a UW Health enterprise perspective and approach in their work to successfully achieve the goals of the Digital Marketing team, larger marketing department, UW Health and participating partners.

MAJOR RESPONSIBILITIES

Content Strategy, Management and Editorial Responsibilities

1. Writes and/or edits all web content optimizing for user experience (UX), including accuracy, readability, search engine optimization and appropriateness for target audience and the web medium; provides feedback and collaborates with writers and content contributors.
2. Ensures and meets established production schedules and deadlines; works with content owners to maintain adherence to regular content reviews and content sunsets to ensure relevance and timeliness for the audience.
3. Provides input to and enforces editorial style sheets, policies and procedures for web-specific content to ensure consistency in style, tone and quality of websites, in adherence with best practices in health care and digital marketing and communication.
4. Meets regularly with staff within the Digital Marketing, Brand, Marketing Technology, Operations and Communications teams and throughout the UW Health enterprise to coordinate content and editorial efforts.
5. Develops content strategy documents or project plans for content contribution, including deadlines coordinated with creative, marketing and technical teams to ensure that site-specific objectives and timetables are met. This requires

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that the incumbent works closely with all members of the Digital Marketing team.

6. Assess, catalog and organize website content based on navigational flow models and high-level navigation standards.
7. Assign and track new content development.
8. Develop a competitive site analysis/gap analysis, especially for new content areas.
9. Create search engine optimization (SEO) plan for content, including keyword research, assessing current landscape, developing a plan and measuring results based on ongoing changes to the content.
10. Speak and present to clients on content strategy, page design and user experience standards; collaborate with colleagues on content strategies and best practices.
11. Works with Digital Marketing, Brand, Operations and Communications teams to coordinate web graphics and photography needs, providing guidance and input to designers and photographers and staff in conceptualizing and executing projects; ensures all content components meet established graphic and content standards.
12. Works with Digital Marketing, Brand, Operations and Communications teams to coordinate social media and multimedia efforts, including video, audio and other multimedia. Keeps abreast of constantly-evolving social media and multimedia trends as they relate to the web and health care marketing.
13. Provides input to workflow planning and determines publishing rights for content contributions from throughout the UW Health enterprise, including clinical faculty and staff.
14. Conducts research and interviews to write content and health care consumer-focused news and feature stories for the web, including various multimedia approaches as warranted (such as video and audio). Attends/covers events which may take place on evenings or weekends, outside of the normal workday.
15. Uses a variety of tools, including Google Analytics, heat maps, keyword relevancy tools, web quality assurance software, search engine optimization and user data, etc. to make recommendations on new content development, promotion, and which content to sunset based on inactivity.

Project Management and Coordination

1. Develops timely production schedules and content inventories for websites, recommends appropriate content; coordinates content assignments.
2. Coordinates with and serves as a single point of contact for content contributors, within the enterprise communicating specific client priorities to the Digital Marketing team.
3. Provides a collaborative bridge between client interests and Digital Marketing project management needs.
4. Works closely with various stakeholders to determine content needs, provide writing assistance and user experience recommendations when necessary and working closely with other UW Health staff on stakeholder priorities and work products appropriate for the web.
5. Assists in the production of material for use in internal and external advertising and promotion of online services and products.
6. Coordinates closely with the UW Health Marketing and Communications department to implement and support digital marketing initiatives for UW Health.

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

JOB REQUIREMENTS

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Education	Minimum	A Bachelor's degree in marketing, journalism or a related editorial/communication field.
	Preferred	
Work Experience	Minimum	Exposure to the nuances of developing digitally focused, interactive content.
	Preferred	Two (2) to four (4) years of experience in a progressively responsible position within web/development, digital marketing, public relations, journalism or other communications fields with accelerated, exceptional performance Experience using web-based content management systems
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Proven writing, editing, website management, client service and interpersonal communication skills. Familiarity with branding and marketing communications with an understanding of editorial considerations for publishing to the web and social media platforms. Digital marketing background with experience using content management systems to manage internet/intranet properties. Experience with other digital marketing platforms such as Moz, Google Analytics and Tag Manager beneficial. Strong computer skills and a high level of comfort learning new technology Ability to work with leadership – both business and clinical, including faculty – in managing projects and developing content. Ability to analyze and identify problems and develop innovative solutions. Expert level attention to detail, including documentation of standards for future work. Ability to make judgments in demanding situations Ability to react to frequent changes in duties and volume of work 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

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,

	Infants (Birth – 11 months)	<input checked="" type="checkbox"/>	Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)	<input checked="" type="checkbox"/>	Young Adult (20 – 40 years)
	Preschool (4 – 5 years)	<input checked="" type="checkbox"/>	Middle Adult (41 – 65 years)
	School Age (6 – 12 years)	<input checked="" type="checkbox"/>	Older Adult (Over 65 years)

JOB FUNCTION

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 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
	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,	Up to 20#	Up to 10# or requires significant walking or standing, or	Negligible or constant push/pull of items of negligible weight

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	a job is in this category when it requires walking or standing to a significant degree.		requires pushing/pulling of arm/leg controls	
	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:				

Work/Environmental: Moderate noise level consistent with an office environment