

UW HEALTH POSITION DESCRIPTION

Media Strategist			
Job Code: 320008	FLSA Status: Exempt	Mgt Approval: S. Benzel	Date: November 2022
Department: Marketing & Communications		HR Approval: B. Haak	Date: November 2022
POSITION SUMMARY			
<p>The Media Strategist works as a member of a team focused on protecting, building and enhancing the overall reputation of UW Health through media relationships and media placements in local, state, regional, national and international outlets.</p> <p>This incumbent is expected to acquire a working knowledge of and develop relationships with key media in important markets and to gain familiarity with all aspects of their assigned areas within UW Health.</p> <p>The Media Strategist coordinates stories, campaigns, issues and strategies with stakeholders and communicators throughout the organization, including those in Marketing, Communications, clinical departments and administrative departments, to support syndicating messaging on all available and applicable platforms.</p> <p>The Media Strategist develops and maintains contacts within UW Health and the University of Wisconsin School of Medicine and Public Health in order to stay abreast of news developments, research, clinical procedures, educational directions and other identified areas that may create risk or challenges or may be crucial to building media interest in the organization. As part of a dynamic and fast-paced media office, the Media Strategist works proactively in creating strategic and in-depth media and communications plans, researching and developing media pitches, interviews and story placements that reflect their assigned departmental or topical areas of emphasis.</p> <p>The Media Specialist proactively seeks out stories and news media contacts, responding to daily news media inquiries on timely health topics, maintains accurate records for media contacts, plans and coverage, and reports results to appropriate institutional contacts.</p>			
MAJOR RESPONSIBILITIES			
<ol style="list-style-type: none"> 1. Develops and cultivates news media contacts at local, state, regional, national, and international outlets through research, reactive media inquiries, proactive pitching and other media relations tools and resources. 2. Develops contacts internally with faculty, administrative and clinical staff, leadership, students, residents and other personnel as related to assigned specialty areas. 3. Researches, writes and reviews content including press releases, talking points, messaging, articles, bios, stories, TV segments, scripts and more for various audiences, experts and platforms. 4. Participates in events, news conferences and briefings as needed. 5. Aligns work to priority accounts and topics, balancing multiple requests and deadlines. 6. Participates in on-call rotation and emergency planning to manage issues and crises alongside health system leaders and/or incident command. 7. Supports experts as a liaison to media, prepping the expert with talking points, public speaking coaching and/or full media training. 8. Record and edit high-quality, on-camera interviews with patients and experts, as requested 9. Assist writing newsletters and articles, reviewing content for accuracy or brand alignment, staff special events both internally and externally, and participate in press conferences, media briefings or other related meetings as needed. <p style="text-align: center;">ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.</p>			
POSITION REQUIREMENTS			
Education	Minimum	Bachelor's degree in Journalism, Public Relations, or related field	
	Preferred	Bachelor's degree in Journalism, Public Relations, or related field; coursework or experience in multi-media communications; familiarity with health and science writing	
Work Experience	Minimum	Two (2) years as working journalist and/or public relations professional	

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	Preferred	Three (3) years as working journalist with at least one (1) year of health care public relations experience; familiarity with higher education a plus		
Licenses & Certifications	Minimum			
	Preferred			
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Excellent writing and customer-service skills (Knowledge of Associated Press Style is preferred) Ability to handle multiple projects and competing deadlines Ability to recognize news Ability to interact effectively with diverse clients Ability to function effectively as a member of teams Ability to recognize potentially sensitive or problematic issues 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 Ability to take on medium to large scale projects involving multiple resources and spanning many months from start to finish Ability to manage multiple concurrent activities 		
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
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, 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:		<ul style="list-style-type: none"> 		

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.