

UW HEALTH JOB DESCRIPTION

OTD Marketing Communication Strategist			
Job Code: TBD	FLSA Status: Exempt	Mgt. Approval: H. Thomas	Date: July 2023
Department: Organ Procurement		HR Approval: D.Ripp	Date: August 2023
JOB SUMMARY			
<p>Under the direction of the Manager of Hospital and Community Development, the Marketing Communications Strategist is responsible for developing effective messaging and communication strategies specific to organ, tissue and eye donation. The marketing communication strategist manages activities related to the development, promotion and evaluation of organ and tissue donation education and awareness to the general public and hospitals within the UW Organ and Tissue Donation (UW OTD) service area. The strategist also draws upon the expertise of others within the organization to ensure that goals are met in a timely and effective manner and works collaboratively within and outside the institution.</p> <p>The strategist is responsible for ensuring all products/materials produced under their leadership are of the highest quality, adhere UW Health and legal standards and clearly support the strategies and goals of the institution. This position must have strong writing, communication, project management and teamwork qualities to drive interest among target audiences. This position may be required on occasions to travel by company or personal automobile or commercial aircraft to accomplish the job responsibilities. The strategist will have access to confidential material and needs to use discretion with this information while strictly adheres to UW Health's confidentiality policy.</p> <p>The Marketing Communications Strategist works independently and therefore must be self-motivated in developing appropriate strategic marketing and communication plans. The strategist will work with a minimum of supervision and is expected to meet and exceed established goals.</p>			
MAJOR RESPONSIBILITIES			
<ul style="list-style-type: none"> Develops comprehensive communications plans based on the strategic objectives of UW OTD. Institutes data-driven marketing strategies and reports on return on investment. Develops strategies and programs to achieve UW OTD's mission as expressed in the UW Health Transplant Center strategic plan. Collaborates with internal teams (i.e. Transplant Center Marketing and Communications Program Manager, UW Health Marketing, Communications and Media Relations, Community Relations, Legislative Relations, Decision support, to solidify comprehensive, strategic marketing plans. Implements comprehensive marketing communication plans in a precise effective manner, to include, but not limited to, writing, editing, obtaining approvals, managing photo and video sessions. Ensures all products are of the highest technical standards in the areas of content, design, and impact. Presents material in writing, through graphic presentations and other communications media. Participate in the development, execution, and management of UW OTD website. Participates in management and project implementation teams when requested. Applies knowledge of quality principles, including health literacy, to all projects. Demonstrates articulate, professional, and courteous use of marketing communication strategies with others in all circumstances. Ensures that projects meet or exceed the client's agreed upon satisfaction goals. Independently obtains necessary knowledge and skills needed to keep up with technology and changing roles. Coordinates and/or participates with area media (radio, television and newspaper), advisory groups, and serves as a liaison to other organ and tissue agencies and with educational institutions. Provides written and verbal follow-up to public inquiries regarding donation and transplantation. Creates and oversees the creation of promotional and informative materials the organization sends out to the public. Creates and oversees relative, internal organizational communication. Responsible for developing donor awareness campaigns focused upon increasing the community's attitude about organ donation. Serves as the liaison between Donate Life Wisconsin and UW OTD. Networks with the city, county and state government to position UW OTD effectively and to take advantage of opportunities to work cooperatively with those agencies to promote organ donation and UW OTD. Monitors and disseminates developments in the field. 			

Commented [RCD1]: Do we want to set the stage in any way that this role will work with a team to understand the needs of the service area and translate into marketing and communications actions? I can't tell as written if this is a one person shop, or part of a team, which is probably good context to provide to a candidate

Commented [SKA(2R1)]: Maybe add "Under the direction of the Manager of Community Outreach and Hospital Development," as the beginning of the first sentence?

Commented [SKA(3)]: Is this the only audience? Will this person also develop, promote and evaluate education and awareness for the work done for DSA hospitals? (e.g. special months/days, community events w/hospital partners) Will the HD team use this person, is my question.

Commented [RCD4]: This feels like we are strongly leaning into the comms side of the role. We may want to add in something like creating positioning to create awareness and interest among target stakeholders

Commented [SKA(5)]: To define the difference I think stating both will aid candidates who may not be good at one or the other.

UW HEALTH JOB DESCRIPTION

- Participates on national and regional affiliated organization councils, task forces and committees as appropriate.
- Support volunteer program through meeting facilitation, recruitment, and relationship building in defined area, in conjunction with the Public Affairs coordinator who oversees volunteer programs and identifies opportunities for volunteer deployment.
- Develops community/public relations plans for UW OTD's service area and a means to evaluate the plans. Programs will include but will not be limited to:
 - Radio and television production and print media, in collaboration with UW Health Marketing.
 - Establishment of speaker's bureaus.
 - Establishment of minority advisory groups.
 - Coordination of donor awareness activities with educational institutions and programs.
 - Coordination of donor awareness activities with various state agencies.
 - Coordination of exhibits for health fairs and other public events.
- Responsible for UW OTD's activities for annual events such as National Organ and Tissue Donor Awareness Week (NOTDAW) and National Donate Life Month (NDLM).

Commented [SKA(6): This is done in collaboration with UW Health Marketing. You may need to be more clear on this or it could scare off candidates. We have experts in this area, so candidate would work with them to plan this work.

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

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in Marketing, Journalism, English or communications field or the equivalent in progressive work experience.
	Preferred	Advanced degree in related field
Work Experience	Minimum	Five (5) years in a progressively responsible marketing position, working closely with clients to develop and implement marketing plans with measurable results.
	Preferred	Experience in developing and applying comprehensive marketing strategies in an organ procurement organization setting.
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		
<ul style="list-style-type: none"> • Demonstrated leadership skills. • Ability to identify and analyze customer needs and translate them into innovative and effective solutions. • Ability to learn computer and application skills as applicable to role • Ability to interact with and work with a wide range of 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 • Ability to write for print, broadcast, web and social media as needed 		

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, 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	Negligible or constant push/pull of items of negligible weight

UW HEALTH JOB DESCRIPTION

			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#
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.